

JUL 30 1924 /

✓ ©CIL 20433 ✓

MONSIEUR BEUCAIRE

Photoplay in 10 reels ✓

From the story by Booth Tarkington

Directed by Sidney Olcott

Author of the Photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.

JUL 30 1924

# PRESS

PARAMOUNT

Adolph Zukor and Jesse L. Lasky present  
A SIDNEY OLCOTT Production  
**RUDOLPH VALENTINO**  
IN  
**"MONSIEUR BEUCAIRE"**  
WITH  
BEBE DANIELS, Lois Wilson  
DORIS KENYON and LOWELL SHERMAN  
From the novel by BOOTH TARKINGTON and the play by  
Booth Tarkington and Evelyn Greenleaf Sutherland  
Screen play by Forrest Halsey  
A Paramount Picture

PURPOSE: To help you sell the picture to the

## RUDOLPH VALENTINO RETURNS FINEST OF ALL ROMANCES, "M"

### Picture Facts

**Star**—RUDOLPH VALENTINO.

**Producer**—Sidney Olcott who gave us "The Green Goddess," "Little Old New York" and "The Humming Bird."

**Author**—Booth Tarkington. There's not a doubt but that "Monsieur Beaucaire" is the greatest thing he has ever written.

**Scenarist**—Forrest Halsey, the man who prepared the script for "The Humming Bird" and other equally successful screen plays.

**Cameraman**—Harry Fischbeck, who did the photography for Olcott on "The Humming Bird," etc.

**Support**—Featured in support of the star are Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman. Others in the cast include Paulette Goddard, John Davidson, Oswald Yorke, Flora Finch, Lewis Waller, Ian MacLaren, Frank Shannon, Templar Powell, H. Cooper Cliffe, Downing Clarke, Yvonne Hughes, Harry Lee and Florence O'Denishawn.

**Type of Story**—A story of love, intrigue, honor, dishonor as it was practiced in the court of Louis XV. There is no more romantic period in the world's history than this.

**Appeal**—There is not a female heart in the country, from daughters to grandmothers, that will not fall hard for the brave-hearted, merry, dashing prince of France who left the magnificent court of Louis XV and went to England disguised as a barber. It is one of the greatest love stories put on the screen.

**Box-Office Value**—Valentino's first picture in two years! Then you have Booth Tarkington's immortal story. On top of this you have the direction of Sidney Olcott—one of the biggest names in the producing end of the business today, and then in support of the star you have a cast that is all-star in every sense of the word. Take a look at it again. Did you ever see such names in one picture before!

**Big Scenes**—There's scene after scene in "Monsieur Beaucaire" that will fairly lift you out of your seat. The costumes in this picture are probably the most marvelous that have ever reached the screen. It is a story of great action and great

### PUTTING IT OVER RIGHT

"Monsieur Beaucaire" is a gold mine of advertising stunts, with the paying ore right on the surface. All you have to do is bend down and scoop it up with your hands. That is, just put over a few of the ideas suggested here and any that may happen to occur to you, and then sit back and see the result. If "Beucaire" didn't have a cent's worth of exploitation it would be a paying proposition at the box-office. Imagine what it will be with a little advertising!

This is Valentino's first picture in two years. But that's not the only big thing about the picture. You know how the fans ate up "The Sheik" "Blood and Sand" and the rest. They've been starved of Rudy for a while, and will fairly devour "Beucaire" alive. If you could but get a look at the fan mail Valentino received daily in reference to his next picture, you'd know we speak the gospel truth.

The story? Booth Tarkington wrote it, and practically every one of the 20,000,000 movie fans in the country have either read or heard about it. And you'll think the whole 20,000,000 have come

Simultaneous with the release of the production the New York publishing firm of Grosset and Dunlap got out a popular-priced motion picture edition of Tarkington's novel. It has a picture of Valentino on the cover and ties up with the picture. Illustrated with about eight scenes from the photoplay, this would be one of your best tie-up bets. Get your local bookseller to stock up on the book and advertise both novel and picture with a window display.

Speaking of tie-ups, here's just a few of the others possible on this picture:

**Haberdashers**—Valentino is grantedly one of the best dressers on the screen today. But to see him in silks and satins, laces and frills. O, girls, what a thrill! Have local merchants arrange a window display contrasting the styles of Louis XV's time with those of today.

**Furniture stores**—Louis XV is



Presented by  
ADOLPH ZUKOR  
JESSE L. LASKY

YOU'VE waited two years for Valentino's return, but you'll never see another such gorgeous romance if you wait a lifetime!

A  
Paramount  
Picture

RUDOLPH

VALENTINO  
in "Monsieur Beaucaire"

with  
BEBE DANIELS  
Lois Wilson  
Doris Kenyon  
Lowell Sherman

A SIDNEY OLCOTT PRODUCTION

Three-Column Newspaper Advertisement 3A (Mats)

### "Monsieur Beaucaire"

HOW a dashing Frenchman loves a fair lady of France, with her powder, patches and perukes, how he fought off his enemies with his single rapier and won his way to the coronation...

# PARAMOUNT

# SHEET

Adolph Zukor and Jesse L. Lasky present  
A SIDNEY OLSCOTT Production  
**RUDOLPH VALENTINO**  
IN  
"MONSIEUR BEAUCAIRE"

WITH  
BEBE DANIELS, Lois Wilson  
DORIS KENYON and LOWELL SHERMAN  
From the novel by BOOTH TARKINGTON and the play by  
Booth Tarkington and Evelyn Greenleaf Sutherland  
Screen play by Forrest Halsey  
A Paramount Picture

PURPOSE: To help you sell the picture to the public.

## NO RETURNS TO SCREEN IN MANAGES, "MONSIEUR BEAUCAIRE"

Star Is Supported by Bebe  
Daniels, Lois Wilson, Doris  
Kenyon, Lowell Sherman

Story by Booth Tarkington

©CIL 20433

### The Cast

DUKE DE CHARTRES (Monsieur Beaucaire)	RUDOLPH VALENTINO
Princess Henriette	Bebe Daniels
Queen Marie of France	Lois Wilson
Lady Mary	Doris Kenyon
King Louis XV of France	Lowell Sherman
Madame Pompadour	Paulette Du Val
Richelieu	John Davidson
Miropoix	Oswald Yorke
Duchess de Montmorency	Flora Finch
Francois	Lewis Waller
Duke of Winterset	Ian MacLaren
Badger	Frank Shannon
Molyneux	Templar Powell
Beau Nash	H. Cooper Cliffe
Lord Chesterfield	Downing Clarke
Duchess de Flauhault	Yvonne Hughes
Voltaire	Harry Lee
Colombine	Florence O'Denishawn
Ladies and gentlemen of the court, dancers, Swiss guardsmen, servants, lackeys, etc.	

### Synopsis

THE scene is the gorgeous, dissolute court of King Louis XV of France, where love and intrigue are the chief pastimes. Even the King is not immune, neglecting his Queen for the notorious and unscrupulous Madame Pompadour.

Into this dissolute setting comes the beautiful Princess Henriette fresh and innocent from a convent. She falls in love at first sight with the gay, handsome Duc de Chartres, favorite of the King. On learning, however, that he is just another of the flirting dandies of the court, she repulses his advances. Later, on seeing him perform a great kindness for a servant, she relents and makes a rendezvous with him to try and urge him to forsake his life of pleasure and make a man of himself. Chartres, used to having women forget the proprieties for him, makes impassioned love to her and is angry when she rebuffs him.

Madame Pompadour, at whom the Princess has openly sniffed, sees that Henriette and Chartres have quarreled and maliciously suggests to the King that he force them to marry each other. The King agrees. Whereupon Chartres commits the unpardonable sin—he refuses to obey his King, though by this time he knows he loves Henriette, and is forced to fight his way out of France and across the Channel to England.

Posing as Monsieur Beaucaire, barber to the French



Presented by  
ADOLPH ZUKOR  
JESSE L. LASKY

a  
Paramount  
Picture

# VALENTINO

in "Monsieur  
Beaucaire"

A SIDNEY OLSCOTT PRODUCTION

Advertisement 3A (Mats Only)

Free-Column Newspaper

## nsieur Beaucaire"

ing Frenchman lo  
ow he fought off thirteen swordsmen  
atches and perukes,  
on his way to the confidence of nobility, all  
le rapier and w

man who prepared the script for "The Humming Bird" and other equally successful screen plays.

**Cameraman**—Harry Fischbeck, who did the photography for Olcott on "The Humming Bird," etc.

**Support**—Featured in support of the star are Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman. Others in the cast include Paulette Goddard, John Davidson, Oswald Yorke, Flora Finch, Lewis Waller, Ian MacLaren, Frank Shannon, Templar Powell, H. Cooper Cliffe, Downing Clarke, Yvonne Hughes, Harry Lee and Florence O'Denishawn.

**Type of Story**—A story of love, intrigue, honor, dishonor as it was practiced in the court of Louis XV. There is no more romantic period in the world's history than this.

**Appeal**—There is not a female heart in the country from flappers to grandmothers, that will not fall hard for the brave-hearted, merry, dashing prince of France who left the magnificent court of Louis XV and went to England disguised as a barber. It is one of the greatest love stories put on the screen.

**Box-Office Value**—Valentino's first picture in two years! Then you have Booth Tarkington's immortal story. On top of this you have the direction of Sidney Olcott—one of the biggest names in the producing end of the business today, and then in support of the star you have a cast that is all-star in every sense of the word. Take a look at it again. Did you ever see such names in one picture before!

**Big Scenes**—There's scene after scene in "Monsieur Beaucaire" that will fairly lift you out of your seat. The costumes in this picture are probably the most marvelous that have ever reached the screen. It is a story of great action and great thrills on top of being the greatest of love stories. You'll see Valentino exhibit real skill as a fencer in fighting off six assailants. You'll see the greatest lover the screen has ever known right in his element in the greatest role of his career.

To make "Monsieur Beaucaire" a suitable vehicle for Valentino's return to the screen it took—

**Cast**—One hundred and twenty-eight players in addition to one hundred extra people.

**Time**—Sixteen weeks—twelve of them actually spent in filming scenes. Hundreds of carpenters, scenic artists, electricians, decorators and helpers were kept busy reproducing scenes of France and England about 1745.

**Sets**—Twenty-four of them, occupying 47,000 square feet. Two of the most impressive sets, the cascades and the gardens of Versailles and the English country estate outside of Bath, were the largest ever constructed in Paramount's Long Island studio, taking up 27,000 square feet of space.

**Cost**—Let it suffice to say that "Monsieur Beaucaire" is more than worth the time and money spent in its production.

**Props**—For beauty of costumes few pictures can even approach this one. Three hundred and fifty costumes were designed for "Monsieur Beaucaire," one more beautiful than the other.

and any that may happen to occur to you, and then sit back and see the result. If "Beaucaire" didn't have a cent's worth of exploitation it would be a paying proposition at the box-office. Imagine what it will be with a little advertising!

This is Valentino's first picture in two years. But that's not the only big thing about the picture. You know how the fans ate up "The Sheik" "Blood and Sand" and the rest. They've been starved of Rudy for a while, and will fairly devour "Beaucaire" alive. If you could but get a look at the fan mail Valentino received daily in reference to his next picture, you'd know we speak the gospel truth.

The story! Booth Tarkington wrote it, and practically every one of the 20,000,000 movie fans in the country have either read or heard about it. And you'll think the whole 20,000,000 have come to town when you see "Beaucaire."

Simultaneous with the release of the production the New York publishing firm of Grosset and Dunlap got out a popular-priced motion picture edition of Tarkington's novel. It has a picture of Valentino on the cover and ties up with the picture. Illustrated with about eight scenes from the photoplay, this would be one of your best tie-up bets. Get your local bookseller to stock up on the book and advertise both novel and picture with a window display.

Speaking of tie-ups, here's just a few of the others possible on this picture:

**Haberdashers**—Valentino is grantedly one of the best dressers on the screen today. But to see him in silks and satins, laces and frills. O, girls, what a thrill! Have local merchants arrange a window display contrasting the styles of Louis XV's time with those of today.

**Furniture stores**—Louis XV is not only the name of a king but a period famous for its furniture. Who hasn't longed to possess such a chair, table, etc. Go to it, boys!

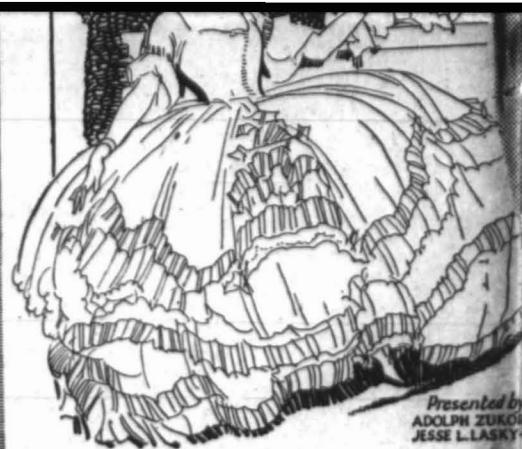
**Florists**—Valentino says it with flowers in "Monsieur Beaucaire." Flowers speak a universal language. They convey the same thoughts in this country today as back in Louis XV's time.

**Tonsorial parlors**—or barber shops, as you will. Ever see Rudy wield a razor? Well, he's a sure-enough have-a-little-of-this-whether-you-need-it-or-not barber in "Beaucaire." This is a wow, fellows, if you put it over right!

How about a Louis XV costume ball, with appropriate prizes for the best costume?

Of course, "Monsieur Beaucaire" wouldn't be complete without Valentino introducing some novel dance steps into the production. Why not have an exhibition on the stage of your theatre or even at the costume ball. Call it the 'Valentino glide' or 'tango' or whatever it might happen to be. They all know Valentino from his country-wide dance tour with his equally famous wife.

We could go on indefinitely enumerating the countless possibilities for tie-ups and novel stunts to put this picture over right. Advertise and exploit, and "Beaucaire" will make more money for you than all the previous Valentino successes put together.



Presented by ADOLPH ZUKOR and JESSE L. LASKY

YOU'VE waited two years for Valentino's return, but you'll never see another such gorgeous romance if you wait a lifetime!

RUDOLPH

A Paramount Picture

with BEBE DANIELS Lois Wilson Doris Kenyon Lowell Sherman

VALENTINO in "Monsieur Beaucaire"

A SIDNEY OLCOTT PRODUCTION

Three-Column Newspaper Advertisement 3A (Mats)

## "Monsieur Beaucaire"

HOW a dashing Frenchman loves a fair lady of powder, patches and perukes, how he fought with his single rapier and won his way to the court told in this delightful picturization of Booth Tarkington's story with a lightness and brevity of touch which made it the most delicate bit of light fiction which has appeared for a long time.

Tarkington's story has been printed into thousands of different languages. Its theme is international. In "Monsieur Beaucaire" you have a great story, a great director, a great cast and, if you will, for it, at least until you have seen the picture for yourself, a production you've ever had the pleasure of presenting to the public. "Remember, we are not making a 'Beaucaire'!"

That's what Rudolph Valentino told the principals in the cast of his new Paramount picture, one of the most ever attempted by a motion picture producing organization. Diamonds and sapphires and silver brocade, the sparkle of diamond-encrusted swords will delight fans who like a fast-moving, fast-moving action throughout.

"Monsieur Beaucaire" is Valentino's first picture. He is not a fan in the country who's not waiting on edge for his next screen appearance. There's a ready-made audience for you run this one.

Valentino alone is enough to put the weakest of screen stars in the lead. Booth Tarkington wrote "Monsieur Beaucaire," and Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman are featured in it. You'd consider them stars in any picture. VALENTINO! TARKINGTON! OLCOTT! How "Beaucaire" will crowd them in!



Presented by  
ADOLPH ZUKOR  
JESSE L. LASKY

A  
Paramount  
Picture

VALENTINO

in "Monsieur  
Beaucaire"

A SIDNEY OLCOTT PRODUCTION

Column Newspaper Advertisement 3A (Mats Only)

sieur Beaucaire"

Frenchman loves a fair lady of England, in the days of  
es and perukes, how he fought off thirteen swordsmen  
rapier and won his way to the confidence of nobility, all  
icturization of Booth Tarkington's famous novel, written  
evity of to which made it the most charming and deli-  
which has appeared for a long time.

has been printed into thousands of editions—in twelve  
eats a national. In "Monsieur Beaucaire" you  
eat director, great cast and, if you will but t. r word  
have seen the picture for yourself, the greatest office  
had the pleasure of presenting to your public.  
e not making a Valentino picture, but 'Monsieur Beau-

olph Valentino told the principals and supporting players  
Paramount picture, one of the most lavish screen plays  
tion picture producing organization. The glitter of gold  
sparkle of diamonds and sapphires and the flash of jew-  
at fans who like a pleasing love drama livened with high-  
ction throughout.

aire" is Valentino's first picture in two years. There's  
y who's not waiting on edge for the announcement of his  
e. There's a ready-made audience waiting for you when

enough to put the weakest of screen stories across. But  
te "Monsieur Beaucaire," and Bebe Daniels, Lois Wil-  
d Lowell Sherman are featured in his support. And the  
ou'd consider them stars in any production but this one!

TARKINGTON! OLCOTT! Boys, here's a real pic-  
re" will crowd 'em in!

©CIL 20433

## The Cast

DUKE DE CHARTRES (Monsieur Beaucaire)	RUDOLPH VALENTINO
Princess Henriette	Bebe Daniels
Queen Marie of France	Lois Wilson
Lady Mary	Doris Kenyon
King Louis XV of France	Lowell Sherman
Madame Pompadour	Paulette Du Val
Richelieu	John Davidson
Miropoix	Oswald Yorke
Duchess de Montmorency	Flora Finch
Francois	Lewis Waller
Duke of Winterset	Ian MacLaren
Badger	Frank Shannon
Molyneux	Templar Powell
Beau Nash	H. Cooper Cliffe
Lord Chesterfield	Downing Clarke
Duchess de Flauhault	Yvonne Hughes
Voltaire	Harry Lee
Colombine	Florence O'Denishawn
Ladies and gentlemen of the court, dancers, Swiss guardsmen, servants, lackeys, etc.	

## Synopsis

THE scene is the gorgeous, dissolute court of King Louis XV of France, where love and intrigue are the chief pastimes. Even the King is not immune, neglecting his Queen for the notorious and unscrupulous Madame Pompadour.

Into this dissolute setting comes the beautiful Princess Henriette fresh and innocent from a convent. She falls in love at first sight with the gay, handsome Duc de Chartres, favorite of the King. On learning, however, that he is just another of the flirting dandies of the court, she repulses his advances. Later, on seeing him perform a great kindness for a servant, she relents and makes a rendezvous with him to try and urge him to forsake his life of pleasure and make a man of himself. Chartres, used to having women forget the proprieties for him, makes impassioned love to her and is angry when she rebuffs him.

Madame Pompadour, at whom the Princess has openly sniffed, sees that Henriette and Chartres have quarreled and maliciously suggests to the King that he force them to marry each other. The King agrees. Whereupon Chartres commits the unpardonable sin—he refuses to obey his King, though by this time he knows he loves Henriette, and is forced to fight his way out of France and across the Channel to England.

Posing as Monsieur Beaucaire, barber to the French Ambassador, Chartres invades Bath, the seaside resort of English society. Beaucaire becomes infatuated with Lady Mary Carlisle, the belle of Bath. Catching Lord Winterset, an English nobleman sojourning at Bath, cheating at cards, Beaucaire demands, as the price of silence, that Winterset introduce him to Lady Mary. Disguised as a noble, he visits a ball, dances with Lady Mary, and starts an ardent suit for her hand. Winterset, seeking revenge, sets several professional swordsmen upon Beaucaire, but he bests them all.

The climax is reached when, in the midst of a flaming love scene in which Beaucaire has taken the surrendering English beauty into his eager arms, six of Winterset's hirelings attack him at once. In a terrific battle, Beaucaire, though sorely wounded, beats them off. Winterset thereupon appears and denounces him as a barber. To Lady Mary's disgust, Beaucaire does not deny it.

Winterset exposes Beaucaire all over Bath, and Beaucaire is forced to flee the town, declaring, however, that he will return and meet Winterset in the assembly room of Bath Castle in a week. Though Winterset has the place surrounded with men ordered to kill Beaucaire on sight, the latter, disguised as a woman, makes good his word and is pleading his love to Lady Mary in the assembly room when Winterset enters.

Amid the ensuing confusion, the French ambassador appears and startles the crowd by announcing Beaucaire as the Duc de Chartres and informing him that the King pardons him and desires his return to France. Lady Mary now smiles upon him, but Beaucaire shuns her. He declares he is going back to the woman he really loves.

Returning triumphantly to France, Chartres immediately seeks Henriette, begs her forgiveness, and takes her into his arms.



# Rudolph Valentino in "Monsieur Beaucaire" THE FINEST MATERIAL EVER

Note the extra advertising aids on this production. In ordering, be sure to mention

## ADOLPH ZUKOR and JESSE L. LASKY present A SIDNEY OLCOTT PRODUCTION RUDOLPH VALENTINO in "Monsieur Beaucaire"

BACK on the screen at last!  
Valentino in the greatest  
role of his career and the finest  
romance ever screened! A mag-

Booth Tarkington's famous  
story of royal love and intrigue.



with  
**BEBE DANIELS**  
Lois Wilson  
Doris Kenyon  
Lowell Sherman



From the tremendously popular novel by BOOTH TARKINGTON and the world-famous play by Booth Tarkington and Evelyn Greenleaf Sutherland - - Screen adaptation written by Forrest Halsey - - Photographed by Harry Fisher and George Becker

Four-column Newspaper Advertisement 4A (Mats Only)



Colored Lobby Card (22" x 28") A



Colored Lobby Card (22" x 28") B



Midget Cut 1A

**RUDOLPH VALENTINO**  
in "Monsieur Beaucaire"

Midget Cut 1B

**RUDOLPH VALENTINO**  
in "MONSIEUR BEAUCAIRE"

Midget Cut 1C

### Valentino is Back!

THE screen's  
greatest lover  
as the hero of the  
most famous ro-  
mance ever writ-  
ten!



Valentino in his  
most romantic role!



MIDGET ADS

Any one of the  
three midget s illus-  
trated above for only  
15 cents.

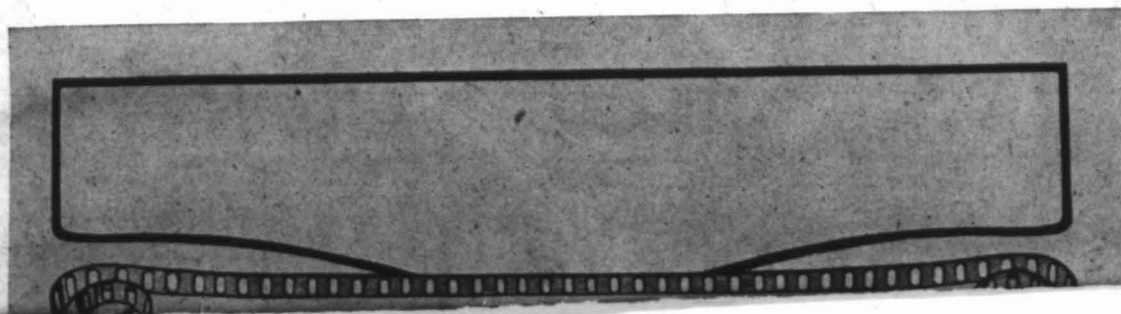
Use them as teaser

# ntino in 'Monsieur Beaucaire' TERIAL EVER OFFERED YOU

tion. In ordering, be sure to mention numbers under cuts. Price List, Page 6.



## Four-Page Roto Magazine



## Screen Scrapbook



Above is a reproduction of the stunning cover of the four-page roto magazine offered to exhibitors on this production. If you want to get their money at the box-office, let them glance at this. It's packed with the stuff that fans eat up.

Ask your local Ad Sales Manager to explain the many tie-up angles to this roto and also how you can convert the back page into a wonderful dividend-paying proposition.



ous play by Booth Tarkington and  
Photographed by Harry Fisherbeck



Midget Cut 11



Midget Cut 11

### MIDGET ADS

Any one of the three midgets illustrated above for only 15 cents.

Use them as

his  
ole!



Lois Wilson  
Doris Kenyon  
Lowell Sherman



From the tremendously popular novel by BOOTH TARKINGTON and the world-famous play by Booth Tarkington and Evelyn Greenleaf Sutherland - - Screen adaptation written by Forrest Halsey - - Photographed by Harry Fisher and Alvin Beck

Four-column Newspaper Advertisement 4A (Mats Only)



Colored Lobby Card (22" x 28") A



Colored Lobby Card (22" x 28") B



## Valentino is Back!

THE screen's greatest lover as the hero of the most famous romance ever written!

Super-lavishly produced from the stirring story by BOOTH TARKINGTON.



## Valentino in his most romantic role!



## MIDGET ADS

Any one of the three midgets illustrated above for only 15 cents.

Use them as ads in advance of your program for a teaser showing. Go for it!



Presented by  
Adolph Zukor,  
Jesse L. Lasky

A  
SIDNEY OLCOTT  
PRODUCTION

RUDOLPH  
VALENTINO  
in  
"Monsieur  
Beaucaire"

with  
BEBE DANIELS, Lois Wilson  
Doris Kenyon, Lowell Sherman

Two-column Press Advertisement 2A

by  
Booth  
Tarkington  
A  
SIDNEY OLCOTT  
PRODUCTION

RUDOLPH  
VALENTINO  
in  
"Monsieur  
Beaucaire"

with  
BEBE DANIELS, Lois Wilson  
Doris Kenyon, Lowell Sherman

YOU'VE waited two years for a new Valentino picture, but just wait 'till you see it! It's the Great Lover in the greatest romance ever!

One-column Press Ad 1A

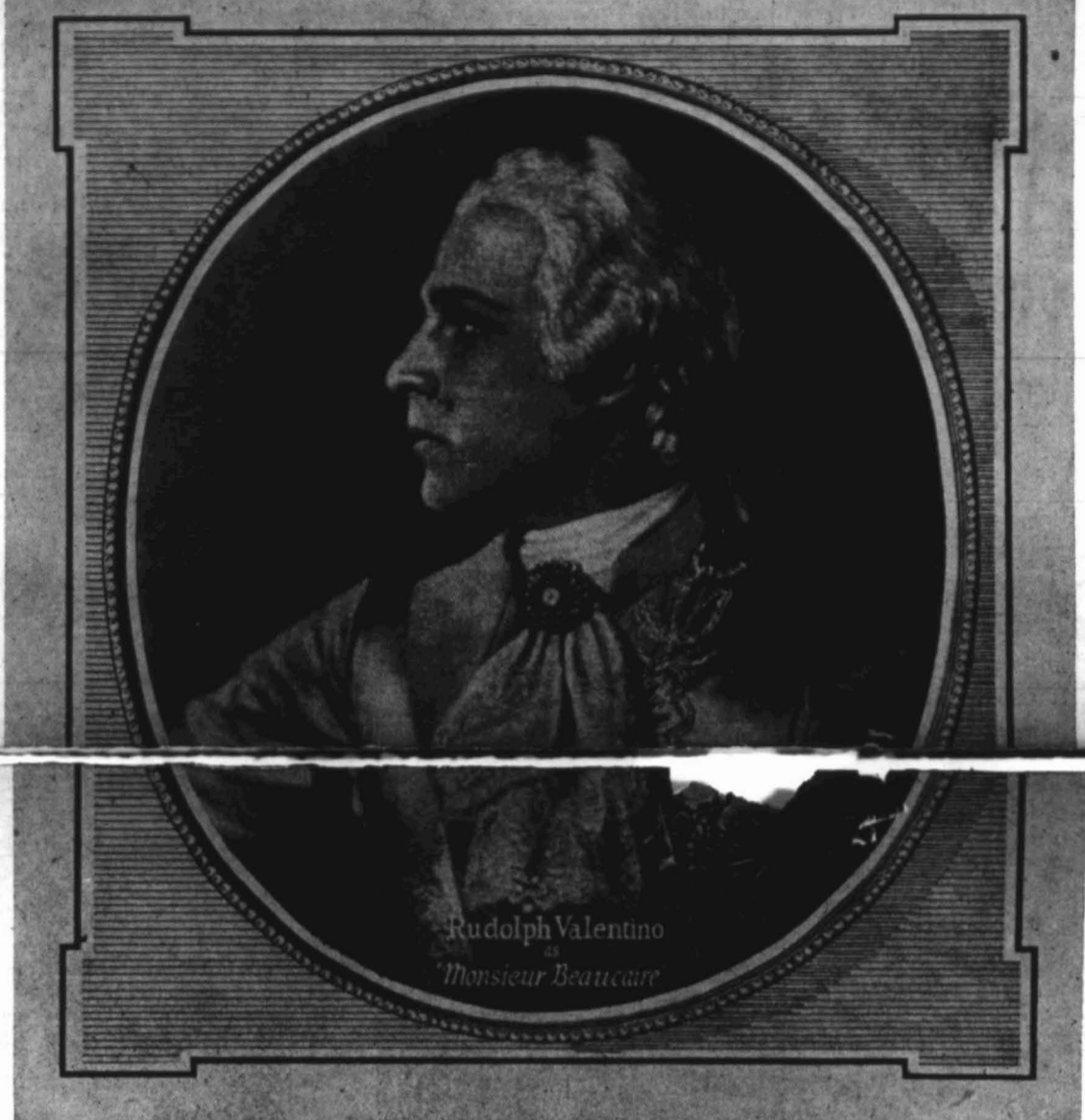


IF you think Valentino is worth talking about, dashing, in "Monsieur Beaucaire" by Booth Tarkington, devil-geous love so thrilling and such glitters been equal heart-throbs!

Two-column Supplemental



us play by Booth Tarkin and  
Photographed by Harry F. Beck



Above is a reproduction of the stunning cover of the four-page roto magazine offered to exhibitors on this production. If you want to get their money at the box-office, let them glance at this. It's packed with the stuff that fans eat up.

Ask your local Ad Sales Manager to explain the many tie-up angles to this roto and also how you can convert the back page into a wonderful dividend-paying proposition.

A thousand for only \$7.50 and special price concessions for quantity orders. Investigate!

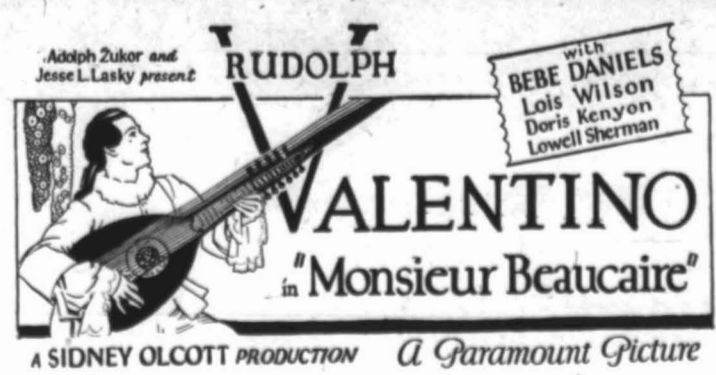
### MIDGET ADS

Any one of the three midgets illustrated above for only 15 cents.

Use them as teaser ads in advance of showing. Good for your program too.



**I**F you think Valentino in "The Sheik" was worth talking about, how you'll rave about him in "Monsieur Beaucaire!" As the dashing, duelling, devil-may-care hero of Booth Tarkington's famous action-romance. Such gorgeous love scenes, such stupendous settings, such glittering gowns, such thrills and heart-throbs have never before been equalled!



**M**ONSIEUR Beaucaire" brings the Great Lover back to the screen greater than ever! The romantic hero of Booth Tarkington's immortal story of throbbing hearts and clashing swords in the reign of Louis XV of France. The most amazingly beautiful romance in screen history!

*Valentino is Back in His S*



*with*  
**BEBE DANIELS**  
**Lois Wilson**  
**Doris Kenyon**  
**Lowell Sherman**

Adolph Zukor - Jesse L. Lasky *present*

**RUDOLPH**

**VALENTINO**

*in* **"Monsieur  
Beaucaire"**

in His Greatest Romance!




- Jesse L. Lasky present

TINO

sieur  
caire"

A  
SIDNEY  
OLCOTT  
PRODUCTION



with  
**BEBE DANIELS**  
**Lois Wilson**  
**Doris Kenyon**  
**Lowell Sherman**



Adolph Zukor - Jesse L. Lasky present

**RUDOLPH**  
**VALENTINO**  
in **"Monsieur**  
**Beaucaire"**

**V**ALENTINO'S return to the screen in *any* role would be a great event. But as the gallant hero of "Monsieur Beaucaire!"

With Bebe Daniels as his Lady Fair! And the glamour and pomp of a King's court to lend enchantment to his glorious love-making!

You will never know the real greatness of the screen's greatest lover, 'till you see him as the handsome, daring, devil-may-care blue blood of France—

—wooing a Princess in royal moonlit gardens;  
—dancing the minuet 'mid the flash of jewelled brocades and rare laces;

—clashing swords with his rival in love in the most gloriously exciting duel scene ever pictured!

Only Valentino *could* be Booth Tarkington's "Monsieur Beaucaire," the most romantic figure in American literature!

Playing Dates,  
Other Features

Theatre N



Jesse L. Lasky, present

TINO

leur  
taire"

A  
SIDNEY  
OLCOTT  
PRODUCTION

A  
Paramount  
Picture

By Booth Tarkington

eatre Name

Playing Dates,  
Other Features



# Rudolph Valentino in "Monsieur Beaucaire" ADVERTISING MATERIAL

All Kinds of Material for Box-Office

## Use this Beautiful Four-Page Color-Herald

On the right is a reproduction of the artistic herald cover on "Monsieur Beaucaire."

See the original—same size as cut—in four beautiful colors, and you'll agree that it's the classiest piece of advertising you've ever gazed at!

The double-page center spread is meaty with great scenes and talk.

Back page blank for theatre name, dates, etc.



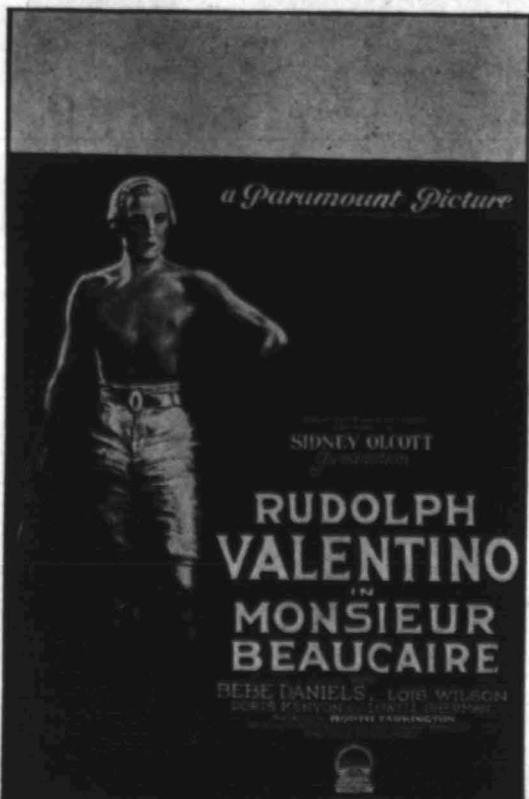
In planning your campaign on this picture, don't overlook this herald!

See the original—same size as cut—in four beautiful colors, and you'll agree that it's the classiest piece of advertising you've ever gazed at!

The double-page center spread is meaty with great scenes and talk.

Back page blank for theatre name, dates, etc.

### WINDOW CARD (Illustrated Below)



### Classy Slide



The spirit of romance is caught in this attractive announcement slide.

Give 'em a flash of Rudy and Bebe in this striking pose and their money's as good as in your cash drawer.

Costs little—does lots.

### Catchy Ad

You've waited two years but it's here at last! And w

Wonderful in "The Sh Sand," great in every picture, Beaucaire."

The handsome lover in h has broken more box-office ever made!  
Moral: Come early if y

Nothing but stars! Daniels, Lois Wilson, Doris 500 others.

The star—Valentino! Idol o

The author—Tarkington! Am famous story!

The director—Olcott! The man Bird!"

No wonder it's the scre

### Catchl

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Valentino supporte Kenyon, Lowell S

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Valentino in "Monsieur Beaucaire"

## ADVERTISING MAKES RECORDS TOO!

Material for a Box-Office Clean-up!



## Big Color-Herald

In planning your campaign on this picture, don't overlook this gorgeous herald!

See the L herald — a delightful article such as we got out in "The Covered Wagon."

Yes, at a thousand cost you only \$5.00 — and less if you buy a large quantity.

Your local Ad Sales Manager has samples and will be glad to show them to you.

## Catchy Ad Catchlines

You've waited two years for a new Valentino picture, but it's here at last! And worth while waiting for!

Wonderful in "The Sheik," marvelous in "Blood and Sand," great in every picture, but greatest of all in "Monsieur Beaucaire."

The handsome lover in his sensational new picture which has broken more box-office records than any other picture ever made!

Moral: Come early if you want a seat!

Nothing but stars! Valentino supported by Bebe Daniels, Lois Wilson, Doris Kenyon, Lowell Sherman and 500 others.

The star—  
Valentino! Idol of millions in the ideal role!

The author—  
Tarkington! America's foremost author's most famous story!

The director—  
Olcott! The man who gave you "The Humming Bird!"

No wonder it's the screen's biggest sensation!

## Short Shots for Short Spots

A hundred imitators—but there's only one Valentino, and you'll like him best of all in "Monsieur Beaucaire."

Romantic Rudy as a handsome lover and gallant nobleman in the gorgeous, profligate court of Louis XV of France.

At last—the new Valentino, the new and greater lover, handsomer and more captivating than ever.

The most exciting period in the history of France, the setting of the most beautiful romance in the history of the screen.

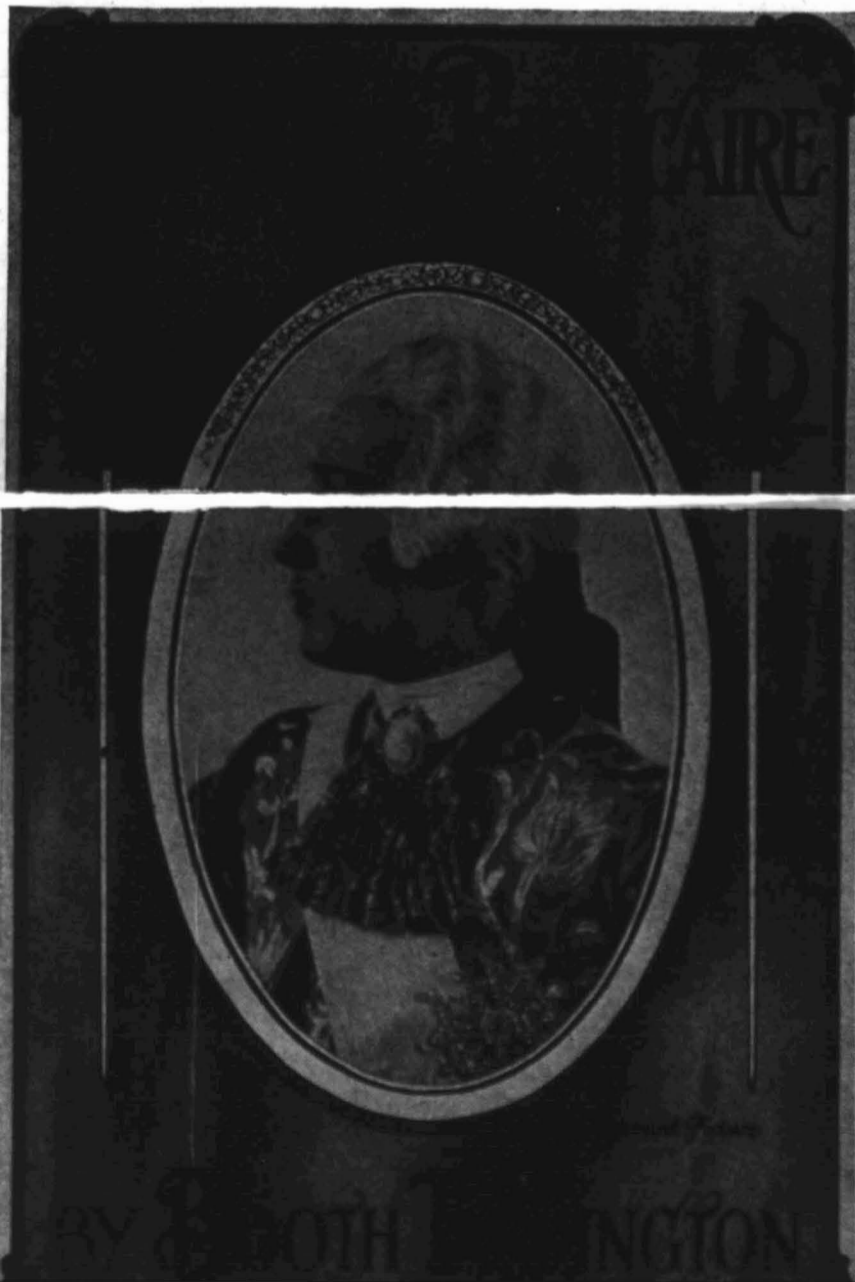
The Love King in a thrilling love story of the days when they wore their hearts on their swords.

See him in "Monsieur Beaucaire" and you'll know why they call Valentino the "Great Lover."

King of hearts and swords in the days when France was a kingdom of love and villainy—Rudolph Valentino's most romantic role.

Remember, this is not an old picture reissued. It's the *new* Valentino picture, his first in two years, and his foremost triumph.

## Tie Up with the Book!



of advertising you've ever  
gazed at!

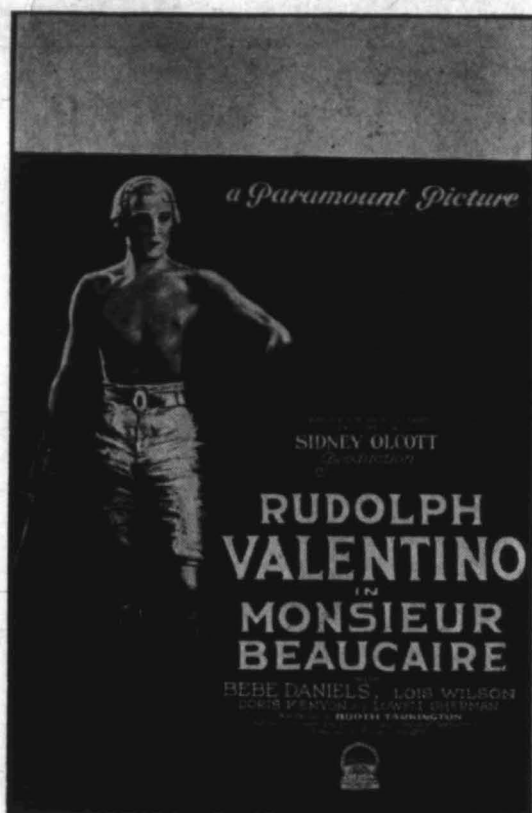
The double-page center  
spread is meaty with great  
scenes and talk.

Back page blank for  
theatre name, dates, etc.



Yes, a thousand cost  
only \$5.00 — and less  
you buy a large quantity.  
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Manager has samples and  
will be glad to show them  
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Beaucaire."

The handsome lover in his is sensational new picture  
has broken more box-office records than any other

Moral: Come early if you want a seat!

Nothing but stars! Valentino supported  
Daniels, Lois Wilson, Doris Kenyon, Lowell Shenk,  
500 others.

The star—  
Valentino! Idol of millions in the ideal

The author—  
Tarkington! America's foremost author  
famous story!

The director—  
Olcott! The man who gave you "The Bird!"

No wonder it's the screen's biggest sensation!

The brilliant star as the gay young Duke who  
his heart to the King's choice—the most romantic  
literature.

Never has Valentino such a lover, such a  
swordsman, as you'll see him in  
Monsieur Beaucaire."



Rudolph Valentino and Doris Kenyon in a scene from the Paramount Picture  
"Monsieur Beaucaire" A Sidney Olcott Production  
Beautiful Three-column Production Mat 3P



Rudolph Valentino in  
the Paramount Picture  
"Monsieur Beaucaire"  
A Sidney Olcott Production  
Production Mat 1PA

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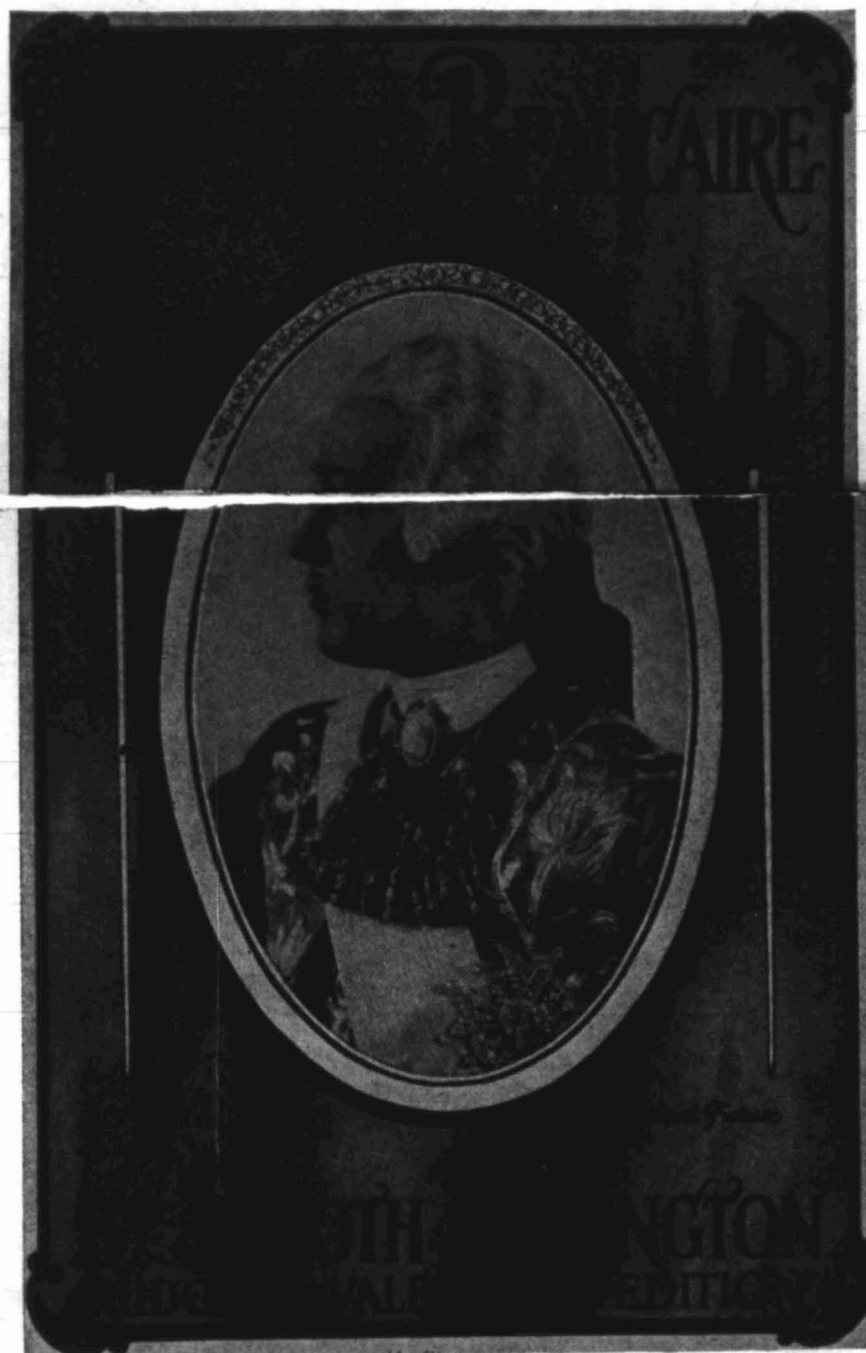
No wonder it's the screen's biggest sensation!

The brilliant star as the gay young Duke who refused  
his heart to the King's choice—the most romantic hero in  
literature.

Never has Valentino been such a lover, such a dancer,  
such a swordsman, as you'll see him in "Monsieur Beaucaire."

Remember, this is not an old picture reissued. It's the *new* Valentino picture,  
his first in two years, and his foremost triumph.

## Tie Up with the Book!



Talking about book tie-ups, here's one worth talking about.  
A special Valentino edition of Booth Tarkington's great book at  
a popular price. Your local bookstores will be more than glad  
to co-operate with you on this tie-up.

You can make good ads out of these  
production  
scenes by adding  
copy and bor-  
der.



Rudolph Valentino in  
the Paramount Picture  
'Monsieur Beaucaire'  
A Sidney Olcott Production

Production Mat 1PA



Rudolph Valentino and Bebe Daniels in a scene from the Paramount Picture  
'Monsieur Beaucaire' A Sidney Olcott Production

Two-column Production Mat 2P



Rudolph Valentino  
in the Paramount Picture  
'Monsieur Beaucaire'  
A Sidney Olcott Production

Production Mat 1PB



# Rudolph Valentino in "Monsieur Beaucaire"

## GET THE PAPERS TO PRINT

Clip the stuff you want on this page and send it to the editor. Additional press

### "Monsieur Beaucaire"

## Valentino Picture a Colorful Love Story of France and England

Picturization of the Novel by Booth Tarkington Correct in Every Detail

THE motion picture version of "Monsieur Beaucaire," the Booth Tarkington story, in which Rudolph Valentino makes his return to the screen, is one of the most lavish screen plays ever attempted by a producing company. With all its dazzle and brilliancy of the sets and costumes, those in charge of the production did not lose sight of the fact that correctness of detail should not be sacrificed for beauty. The staff in charge of the costuming of the picture worked night and day for many weeks before the production even started, verifying the authenticity of the minutest details, pouring over books in research work, making notes on the mannerisms of the people of the period of Louis XV of France, copying costumes from original paintings and collecting thousands of dollars worth of antique jewelry in an effort to make "Monsieur Beaucaire" historically correct.

The costumes in this production, of which there are about 160, are so gorgeous that if "Monsieur Beaucaire" could be photographed in natural colors the spectacle would be unequalled by anything yet attempted on the stage. Many of these costumes are copies made from original paintings by Boucher, Van Loo, Tocque, Nattier, Latour and other famous artists. The others are reproductions from paintings and sketches brought from France or found in the Metropolitan Museum of Art in New York City. In keeping with the enormous amount of research work necessary to get the costumes absolutely correct is the excellent material used in the making of them. It is estimated that the cloth and trimmings alone cost \$50,000.

Description of the costume is impossible. All of the 160 garments were made with different color schemes, although silver cloth and the purple of royalty predominate.

Much of the jewelry worn by the players are genuine antiques, many of them bearing marks identifying them as having been presented by Louis himself to one of his many favorites. Included in this collection

is a snuff-box and a watch used by the king. The watch is one of the few in existence which were made by Lepine, the most famous watchmaker of his time. Another interesting article is a jeweled snuff-box, which, when opened, releases a feathered bird, who hops up from inside the cover and sings. There is also a genuine Fragonard fan which was the property of Pompadour, patron of all the arts in Louis XV's time.

Most of the antiques were borrowed from museums and private collections of wealthy New Yorkers, while the others are perfect reproductions. All in all there are 580 pieces of jewelry, and their intrinsic value, all of them being set with precious or semi-precious stones, runs into thousands of dollars, but they are absolutely priceless from an historical standpoint. It was only through the influence of several prominent men interested in the production that so much of the real jewelry was obtained.

The wigs worn by the players are another cause for comment. Each one was made to order and is absolutely correct in every detail. Berner, the theatrical world's most famous wigmaker, and himself an authority on such matters, personally supervised the fitting and making of the wigs.

So much for investiture. But the story itself! Imagine Rudolph Valen-

### Powerful Cast in "Beaucaire" Film

Valentino Aply Supported in New Paramount Picture

THERE are no so-called "extras" in "Monsieur Beaucaire." Forrest Halsey, who adapted the Booth Tarkington story to the screen, has almost every one of the large number of characters in the picture "bits" to play, which have a distinct bearing upon the story. This marks a new departure in the making of motion pictures containing an exceptionally large cast as heretofore the policy has generally been one of having groups of players serving merely as a background for the star and featured players. In giving the reasons for this unusual procedure, Mr. Halsey said:

"In 'Monsieur Beaucaire' most of the action of the story takes place at the court of Louis XV of France, and in Bath, England, the favorite resort of English nobility. The nobility depicted in the picture are almost all real characters who had a hand in the making of history. And because we are trying to make this picture as historically correct as possible we found it advisable to portray the more important incidents in the lives of these interesting people so that the different turn of events in the story could be more easily understood. It is in the portrayal of these important incidents that so many people in the cast received bits to play.

"We think that when the production is released, the public will agree that this new procedure in picture making will make 'Monsieur Beaucaire' a picture of extreme interest."

Rudolph Valentino, in his first screen role in two years, plays the dashing Duke de Chartres, later known as the Duke of Orleans. Bebe Daniels is the Princess de Bourbon-Conti. Lois Wilson plays the part of Queen Marie of France, and Lowell Sherman is King Louis XV. All are featured in support of the star. Others include Paulette Duval, as Madame Pompadour; John Davidson as Cardinal Richelieu; Oswald Yorke,

Flora Finch, Lewis Waller, Ian MacLaren, Frank Shannon, Templar Powell, H. Cooper Cliffe, Downing Clarke, Yvonne Hughes, Harry Lee and Florence O'Denishawn, the famous dancer, as Colombine. Other lesser roles include ladies and gentlemen, of the court, dancers, guardsmen, servants, lackeys, etc., etc.—a fitting line-up of talent indeed for Valentino's 'screen come-back.'

Sidney Olcott, who gave us "Little Old New York," directed the production.

### King is Taught Embroidery by Bebe Daniels and Lois Wilson

Lowell Sherman, who plays the part of Louis XV in "Monsieur Beaucaire," the Sidney Olcott production for Paramount starring Rudolph Valentino, spent an uncomfortable minute or two before the camera recently, while he went through the ordeal of embroidering a piece of cloth for a scene showing Louis during the intermission at his private theatre. This French king, whom history records as being quite expert with the thread and needle, is reported to have used many of his spare moments plying the art which nowadays is considered a strictly feminine one.

To Bebe Daniels and Lois Wilson, also in the cast of this Paramount picture, belong the credit of having successfully taught the late star

### Advance Stories

Valentino Returns in "Monsieur Beaucaire"

"MONSIEUR BEAUCAIRE," the new Paramount picture directed by Sidney Olcott, which marks the return of Rudolph Valentino to the screen, will begin a . . . days' run at the . . . Theatre, starting next . . . The world and his wife—particularly his wife—will see in this simple announcement visions of a film feast for which their movie appetites have been hungering these many months.

It isn't difficult to understand why this photoplay is awaited with such keen expectations. Aside from the tremendous personal popularity of Valentino to whom millions pay tribute as the greatest lover in the sheet, film fans who have read Booth Tarkington's immortal story, with its romantic, colorful and spectacular background of the court of King Louis XV of France, recognize its remarkable pictorial possibilities. It is a story that thrills the imagination, kindles the emotions, and satisfies the fundamental human desire for love, beauty, laughter and truth.

There is something vital and appealing about the character that Valentino portrays—the brave hearted, impetuous Duke, who defies the King of France and goes to England disguised as a barber. It is a part that brings into play all those robust dramatic qualities that Valentino possesses and which have made him one of the most fascinating and compelling screen stars of to-day.

No effort, no expense was spared to make "Monsieur Beaucaire," from an artistic standpoint, "a thing of beauty and a joy forever." The gorgeous and historically correct costumes were designed and made in Paris. The glitter of gold and silver brocade, the sparkle of diamonds and sapphires, the flash of jeweled swords—all the beauty and splendor and brilliancy of the most magnificent court in the world's most romantic period are pictured with amazing fidelity. It's history come to life in all its vividness and grandeur!

We realize the painstaking care that went into the making of this production when we consider the supporting cast with which Director Sidney Olcott has surrounded Mr. Valentino: Bebe Daniels, as the Princess de Bourbon-Conti; Lowell Sherman, as King Louis XV; Lois Wilson, as the queen; Doris Kenyon, as Lady Mary; Paulette Duval, as Mme. Pompadour; John Davidson, as Richelieu; Ian MacLaren, Oswald Yorke, Flora Finch and about fifty others equally well-known.

And here's a parting word of suggestion, come early if you want to avoid the rush!

### New Valentino-Paramount Picture Due at the Rialto

If the word "super-production" had not been so sadly abused and misused, we would be sorely tempted to apply it to Rudolph Valentino's latest Paramount picture, "Monsieur Beaucaire," which is due next . . . at the . . . Theatre. For if ever a picture deserved superlatives it surely is this screenplay, which Forrest Halsey adapted from Booth Tarkington's gloriously human story and which reaches the silver sheet via the directorial guidance of Sidney Olcott.

Imagine the love interest of "The Sheik," the romantic coloring of "Blood and Sand" and the spectacle of "The Four Horsemen" combined in one photoplay and you begin to understand why "Monsieur Beaucaire" is a photodrama of amazing beauty and power. To the students of history it will be an inspiration; to the schoolboy it will be an education, and to the blasé film fan it will be a revelation. All the pomp and

### Plenty of Action in New Valentino Paramount Film

"Monsieur Beaucaire" With Bebe Daniels, Wilson, Kenyon, Lowell Sherman, Coming

MOVIE fans who yearn for action in pictures will get plenty of it when "Monsieur Beaucaire," the Sidney Olcott production for Paramount starring Rudolph Valentino, comes to the . . . Theatre next . . .

The Booth Tarkington story has been unchanged except for the insertion of a number of scenes in the picture in order to

story. In the were no French taking place incidents in France at different places there is plenty in the French there is little except for the episode showing King Louis XV. takes place the Duke de Chartres, defying the King, ordered the Duke Bourbon-Conti. Rudy resisting King's guards to arrest him are as thrilling as any yet put upon the screen.

But it that Valen ing to do. barber, the ble by tryin from Lord unsuccessful- caire permanent ive competition Winterset finally hires six swordsmen to do the work. Valentino's scrap men is a classic.

The action in this scene takes place on the terrace of a nobleman's home near Bath. In cidentally, Director Olcott had the t largest set ever built at Paramount's Long Island studio for this scene, the entire floor space on the main stage being taken up by the exterior of the house, graveled paths, trees, grass and shrubbery.

Rudolph is Mary, when he is busily courting Lady by the henchmen of Winterset. Quick- ly removing his coat Rudy gets into the fight and succeeds in picking the last man, who has stayed out of the fight for a particular purpose, steps into the fray and the tired Beaucaire is being badly beaten, when the fight is stopped by some friends of Beaucaire, who arrive in the nick of time.

Featured in support of Valentino in this picture which, by the way, marks his first screen appearance in two years, are Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman. Quite a line-up, you'll admit. The supporting cast includes some really big names.

### Nothing but Praise for "Monsieur Beaucaire"

Applause at the conclusion of the making of a scene in a motion picture studio is an unheard of thing, but when thirty-four members of the famous Moscow Art Theater, visited the Paramount Long Island studio the rafters of the building shook with applause at the end of a scene, which Sidney Olcott was directing for "Monsieur Beaucaire," Rudolph Valentino's new Paramount picture, which opens at the . . . Theatre next . . .

The Russian players were so thrilled by the scene in the Queen's boudoir in the Palace of Versailles, where Lois Wilson as the Queen and Bebe

# Valentino in "Monsieur Beaucaire" AS TO PRINT THESE STORIES

send it to the editor. Additional press sheets at your exchange if you need them.



## Plenty of Action in New Valentino Paramount Film

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The Booth Tarkington story has been unchanged in the opening of the picture in order to

## Press Reviews (Review No. 1)

**W**E had a feeling last night as we sat watching "Monsieur Beaucaire" on the screen at the Theatre, that we were not looking at a screen production but that in some magic fashion we were back in the 18th century, a silent spectator in the glittering court of that dissolute monarch, Louis XV of France. From which you may gather that the vehicle, which marks Rudolph Valentino's return to the screen, is something more than a spectacular, romantic, costume-drama. It is a living, breathing document, vivid, historically accurate and fascinating.

Story value has not been made subservient to scenic investiture. The

## Valentino Returns to Screen in "Monsieur Beaucaire"

**Booth Tarkington Story Due at the Rialto Theatre Next Week**

**R**UDOLPH Valentino's first week in a motion picture studio since 1922 was a strenuous one. Out at the Paramount Long Island studio, where he made "Monsieur Beaucaire" under the direction of Sidney Olcott, the popular star was besieged by friends who wanted to wish him well and to witness the launching of the picture, which brings Valentino back

## Bebe Daniels, Lois Wilson in Same Cast for 1st Time

Bebe Daniels and Lois Wilson appear together in motion pictures for the first time in featured roles in support of Rudolph Valentino in his new Paramount starring picture, "Monsieur Beaucaire", a Sidney Olcott production, which opens at the Theatre next.

Bebe and Lois are featured with Doris Kenyon and Lowell Sherman in this picturization of Booth Tarkington's novel, which marks Valentino's return to the screen after an absence of about two years.

The story, adapted to the screen by Forrest Halsey, who wrote the screenplay of "The

story. In the French episode, the Duke de Chartres, who flees to England to escape the wrath of the King of France, because he has refused to marry the girl of his choice, also his exploits in England and subsequent return to France and discovery that he really loves the Princess, played by Miss Daniels. Miss Wilson has the role of the neglected Queen Marie.

But it has most of his fighting as Beaucaire, a barber, the English episode, the Duke de Chartres, who flees to England to escape the wrath of the King of France, because he has refused to marry the girl of his choice, also his exploits in England and subsequent return to France and discovery that he really loves the Princess, played by Miss Daniels. Miss Wilson has the role of the neglected Queen Marie.

The action of the picture is set in the English episode, the Duke de Chartres, who flees to England to escape the wrath of the King of France, because he has refused to marry the girl of his choice, also his exploits in England and subsequent return to France and discovery that he really loves the Princess, played by Miss Daniels. Miss Wilson has the role of the neglected Queen Marie.

Featured in this picture are Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman. Supporting cast includes many names.

## Nothing but Praise for "Monsieur Beaucaire"

Applause at the conclusion of the scene in a motion picture studio is an unheard of thing, but when the four members of the Art Theater, visited the Paramount Long Island studio the building shook with the end of a scene, which was directing for "Monsieur Beaucaire," Rudolph Valentino's new Paramount picture, which opens at the Theatre next.

players were so thrilled in the Queen's bou-

merely secondary to the thrilling adventures of the dashing prince of France. The fine hand of Director Olcott is ever present as a check, lest the sheer magnificence of the piece run away with the drama it unfolds. The atmosphere of the court, notorious for its intrigue and vice, is suggested rather than portrayed, and in a manner that even the most rabidly puritanical cannot censure.

In this Booth Tarkington story, from which Forrest Halsey made the adaptation, Valentino is cast as the gallant Duke de Chartres, who refuses to marry the charming Princess de Bourbon-Conti at the King's command, and as a result is compelled to flee the country. Under the assumed name of Beaucaire, masquerading as the barber to the French ambassador, he goes to England and manages to gain access to the English court without revealing his true identity. There he captivates the beautiful lady Mary, and incidentally incurs the deadly hatred of Lord Winterset, who finally exposes him as a common barber. A pardon from the French king recalls him to France, where he wins the love of the Princess.

In his love scenes Valentino reaches heights he has never yet attained. The duelling episodes, especially the one in which Beaucaire fights off six adversaries, are the most exciting ever witnessed on the silver sheet. The supporting cast is thoroughly up to the fine work of the star. Bebe Daniels is the Princess; Lois Wilson gives a faithful portrayal of the poor, neglected queen; Lowell Sherman plays the King. All are featured with Doris Kenyon.

## (Review No. 2)

Every once in a while a screen star whose work has reached a definite standard of artistry, is presented in a feature, in which he outdoes all his former efforts. That is precisely what Rudolph Valentino does in "Monsieur Beaucaire," the photoplay which brings him back to the silver sheet after more than a two years absence. Time has but added to his irresistible fascination so that if the feminine hearts fluttered more violently last night at the Theatre, where the picture was shown for the first time, there was a mighty good reason for it.

The role of the Duke de Chartres, champion duellist and lover extraordinary, is a particularly congenial one to the handsome Valentino and the part affords an even wider dramatic scope than he has previously played including, "The Sheik" and "Blood and Sand."

The production has a thousand points of interest. It is one of the most extravagantly mounted historical romances, yet preserves its distinction by satisfying the eye in the matter of lavish settings and marvelous costumes without permitting them to overshadow the dramatic value of the story.

As notable a cast as was ever as-

under the Paramount banner.

The week opened with the star giving a luncheon party for the members of the cast and staff which was to produce "Beaucaire." It was a fellowship luncheon, and Mr. Valentino, in informal talk, drove home the fact that it was not a Valentino picture they were about to make, but "Monsieur Beaucaire" and that everyone in the cast was just as important as he.

On the following day, the official opening of the picture, forty newspaper men and magazine writers were guests at a luncheon at the studio, given as a welcome to the star. In spite of all visitors Director Olcott succeeded in working every day and scene after scene were completed in rapid succession until now the picture, the greatest thing Valentino has ever attempted, is ready for the picture public and opens a . . . days' run next . . . at the . . . Theatre.

The story is an adaptation of Booth Tarkington's novel of the same name and was adapted to the screen by Forrest Halsey. Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman are featured in the principal roles in support of the star. There's a great cast, too, including such names as Florence O'Denishawn, the popular dancer; Paulette Duval, Flora Finch, Ian MacLaren and others.

"Beaucaire" is in every sense of the word an ideal vehicle for Valentino's return to the screen.

## Girls, Here's Something to be Very Thankful for

Women of today who complain of the high prices of the cloth and trimming needed in the making of their own clothes should be thankful they did not live in the days of Louis XV, of France. Where the modern girl uses about five yards of cloth and two or three yards of trimming to make a dress, the lady of fashion of Louis' time had to purchase no less than fifteen yards of cloth and twelve yards of trimming. The average working girl of today could scarcely afford very many changes if the old-time styles still prevailed.

These and other interesting comparative figures came to light, when the Costume Department at Paramount's Long Island studio was given the order to have 300 costumes made for the members of the cast of the Sidney Olcott production for Paramount starring Rudolph Valentino, "Monsieur Beaucaire."

When the designers sat down to estimate the amount of cloth and trimming needed to make the costumes they were shocked to learn that approximately 7000 yards were necessary. These figures were reached by averaging 9 yards of cloth and 10 yards of trimming to each of the 100 costumes for the men, and al-

## Three Big Love Scenes for Valentino in New Picture

Rudolph Valentino has three big love scenes in the motion picture version of Booth Tarkington's story, "Monsieur Beaucaire," coming to the Theatre next . . . . .

Two of them are with Bebe Daniels and one is with Doris Kenyon. All three are what studio officials term "high-powered."

Valentino proves, in his three love scenes, that he has not lost any of the ability to make love, which has made him one of the most fascinating and compelling screen stars of today. His first scene with the Princess (Bebe Daniels) ends unsuccessfully and sends him off to Bath, England. There he meets the lovely Lady Mary (Doris Kenyon) and the heart of this young Frenchman flutters momentarily. But his flight of fancy for the English lady also ends disastrously and back to France he goes to find that the love which he once held for the Princess still burns in his breast. The final love scene between the Duke and the Princess is said to be one of the most tender and most picturesque ever photographed for a motion picture. While the two lovers, in the Gardens of Versailles, are locked in each others arms, King Louis XV and his court parade down the famous steps in the gardens, while sparkling water plunges down the cascades. It is a scene of great beauty.

Forrest Halsey, who adapted "The Humming Bird" to the screen, prepared the scenario for "Monsieur Beaucaire." The screen version of the popular story is said to be just as Tarkington wrote it originally. Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman are featured in support of Valentino.

## French Dancer Makes Screen Debut in Valentino Picture

Paulette Duval, famous Parisian danseuse, makes her debut in motion pictures in America in "Monsieur Beaucaire," the Paramount production.

The costumes in this production, of which there are about 160, are so gorgeous that if "Monsieur Beaucaire" could be photographed in natural colors the spectacle would be unequaled by anything yet attempted on the stage. Many of these costumes are copies made from original paintings by Boucher, Van Loo, Tocque, Nattier, Latour and other famous artists. The others are reproductions from paintings and sketches brought from France or found in the Metropolitan Museum of Art in New York City. In keeping with the enormous amount of research work necessary to get the costumes absolutely correct is the excellent material used in the making of them. It is estimated that the cloth and trimmings alone cost \$50,000.

Much of the jewelry worn by the players are genuine antiques, many of them bearing marks identifying them as having been presented by Louis himself to one of his many favorites. Included in this collection is a snuff-box and a watch used by the king. The watch is one of the few in existence which were made by Lepine, the most famous watchmaker of his time. Another interesting article is a jeweled snuff-box, which, when opened, releases a feathered bird, who hops up from inside the cover and sings. There is also a genuine Fragonard fan which was the property of Pompadour, patron of all the arts in Louis XV's time.

Most of the antiques were borrowed from museums and private collections of wealthy New Yorkers, while the others are perfect reproductions. All in all there are 580 pieces of jewelry, and their intrinsic value, all of them being set with precious or semi-precious stones, runs into thousands of dollars, but they are absolutely priceless from an historical standpoint. It was only through the influence of several prominent men interested in the production that so much of the real jewelry was obtained.

The wigs worn by the players are another cause for comment. Each one was made to order and is absolutely correct in every detail. Berner, the theatrical world's most famous Wigmaker, and himself an authority on such matters, personally supervised the fitting and making of the wigs.

So much for investiture. But the story itself! Imagine Rudolph Valentino, as the Duke de Chartres, who leaves the court of Louis XV of France because the ruler announces that he is to marry the Princess. He goes to England in the guise of a barber and under the assumed name of Beaucaire gains admission to the English court, and there he meets the beautiful Lady Mary. His attentions to her make for him many enemies.

ure finds him once more back in  
rance with the Princess Henriette,  
hom he really loves.

Bebe Daniels plays the princess, and Doris Kenyon is Lady Mary. Lois Wilson is the Queen of France and Lowell Sherman King Louis XV. All are featured in support of the star. Others in the strong cast include Paulette Goddard, as Madame Pompadour; John Davidson as Richelieu; Oswald Stall, as the Duke of Orleans; Oswald Yorke, Flora Finch, Frank Cravens, as the Duke of Burgundy; John Waller, Ian MacLaren, Frank Shannon, Templar Powell, H. Cooper, as the Duke of Orleans; Clifford Cliffe, Downing Clarke, Yvonne Hughes, Harry Lee, Florence O'Denihawn, and we could fill pages mentioning the rest, all prominent on both stage and screen.

Valentino returns to the screen in the greatest picture of his career in "Monsieur Beaucaire," which on . . . . . next at the . . . . . Theatre for a run of . . . . . days will star. Forest Halsey wrote the screenplay.

"Use La Belle France cold cream and acquire that 'skin you love to touch' look. Indorsed by the celebrated Duke de Richelieu."

"I find that Lodee's lip sticks are the best on the market." (Signed) Duc de Nemours.

"His Majesty, the King, uses and recommends our face powder."

"We think that when the production is released, the public will agree that this new procedure in picture making will make 'Monsieur Beaucaire' a picture of extreme interest."

Rudolph Valentino, in his first screen role in two years, plays the dashing Duke de Chartres, later known as the Duke of Orleans. Bebe Daniels is the Princess de Bourbon-Conti. Lois Wilson plays the part of Queen Marie of France, and Lowell Sherman is King Louis XV. All are featured in support of the star. Others include Paulette Goddard, as Madame Pompadour; John Davidson as Cardinal Richelieu; Oswald Stall, as

Flora Finch, Lewis Waller, Ian MacLaren, Frank Shannon, Templar Powell, H. Cooper Cliffe, Downing Clarke, Yvonne Hughes, Harry Lee and Florence O'Denishawn, the famous dancer, as Colombine. Other lesser roles include ladies and gentlemen, of the court, dancers, guardsmen, servants, lackeys, etc., etc.—a fitting line-up of talent indeed for Valentino's 'screen come-back.'

Sidney Olcott, who gave us "Little Old New York," directed the production.

Lowell Sherman, who plays the part of Louis XV in "Monsieur Beaucaire," the Sidney Olcott production for Paramount starring Rudolph Valentino, spent an uncomfortable minute or two before the camera recently, while he went through the ordeal of embroidering a piece of cloth for a scene showing Louis during the intermission at his private theatre. This French king, whom history records as being quite expert with the thread and needle, is reported to have used many of his spare moments playing the art which nowadays is considered a strictly feminine one.

To Bebe Daniels and Lois Wilson, also in the cast of this Paramount picture, belong the credit of having so successfully taught the late star of "Casanova" the gentle art of embroidery that even Sidney Olcott, always a stickler for realism, was satisfied with Mr. Sherman's performance. Needless to say, though, Mr. Sherman had to stand for a lot of good-natured joshing from other members of the cast for some time afterward.

and Wilson are featured with Doris Kenyon in support of Valentino in "Monsieur Beaucaire," which opens . . . . . days' run next . . . . . at the . . . . . Theatre. It's an adaptation of Booth Tarkington's novel.

If the manufacturer of cosmetics in the days of Louis XV, of France, were as enterprising as those of today, the above indorsements would undoubtedly be plastered on billboards all over France. But what a sensation would be created if the people of this age saw or heard of a man publicly recommending cosmetics for the "stronger sex." And yet, there was only about 100 years ago that the men stopped using the beautifiers that are now considered the exclusive property of women.

Few histories record the fact, but it is known that not only did the men of Europe at one time use cosmetics, but they did so in public. Another not unusual sight was to see the wearing, by noblemen, of large fur ruffs. It is also a known fact that men of the court of King Louis XV looked on with envy when the King, who was an expert with the thread and needle, embroidered beautiful pieces of cloth.

All these interesting sidelights in history were resurrected for use in the filming of Booth Tarkington's "Monsieur Beaucaire," starring Rudolph Valentino, and which will be shown next.....at the.....

No effort, no expense was spared to make "Monsieur Beaucaire," from an artistic standpoint, "a thing of beauty and a joy forever." The gorgeous and historically correct costumes were designed and made in Paris. The glitter of gold and silver brocade, the sparkle of diamonds and sapphires, the flash of jewelled swords—all the beauty and splendor and brilliancy of the most magnificent court in the world's most romantic period are pictured with amazing fidelity. It's history come to life in all its vividness and grandeur!

We realize the painstaking care that went into the making of this production when we consider the supporting cast with which Director Sidney Oleott has surrounded Mr. Valentino: Bebe Daniels, as the Princess de Bourbon-Conti; Lowell Sherman, as King Louis XV; Lois Wilson, as the queen; Doris Kenyon, as Lady Mary; Paulette Duval, as Mme. Pompadour; John Davidson, as Richelieu; Ian Maclaren, Oswald Yorke, Flora Finch and about fifty others equally well-known.

And here's a parting word of suggestion, come early if you want to avoid the rush!

If the word "super-production" had not been so sadly abused and mis-used, we would be sorely tempted to apply it to Rudolph Valentino's latest Paramount picture, "Monsieur Beaucaire", which is due next..... at the..... Theatre. For if ever a picture deserved superlatives it surely is this screenplay, which Forrest Halsey adapted from Booth Tarkington's gloriously human story and which reaches the silver sheet via the directorial guidance of Sidney Olcott.

Imagine the love interest of "The Sheik," the romantic coloring of "Blood and Sand" and the spectacle of "The Four Horsemen" combined in one photoplay and you begin to understand why "Monsieur Beaucaire" is a photodrama of amazing beauty and power. To the students of history it will be an inspiration; to the schoolboy it will be an education, and to the blasé film fan it will be a revelation. All the pomp and magnificence of the court of Louis XV, notorious for its love affairs, its intrigue, honor and vice! The scheming Mme. Pompadour, the dissolute King, the crafty Richelieu—they live once more!

And there isn't a man or woman, who will fail to sympathize and thrill with the merry, dashing Duke de

is fights! Verily, it is a role that only Valentino can play to perfection!

As for the supporting cast, it may well be set up as a standard of excellence, including as it does, Bebe Daniels, Lois Wilson, Doris Kenyon, Lowell Sherman, Ian Maclaren, John Davidson, Paulette Goddard and many, many others famous on stage and screen.

Film fans, you who rave about the great pictures you have seen, see "Monsieur Beaucaire" and you will have something to brag about!

The Valentino fans are soon to have their inning. After an absence of two years, the screen's greatest ever returns to the world of lights and shadows in Booth Tarkington's "Monsieur Beaucaire," which Sidney Scott produced for Paramount. Make no appointments for next..... when the picture begins a..... an at the..... Theatre.

The romantic background of this story is the gorgeous court of Louis XV, famous for the standards of etiquette and fashion that it set but infamous for its vice and love affairs. Something unusual in the way of costumes and settings may be expected in view of the fact that historical accuracy is a feature of this colorful photoplay.

But it is the English episode that Valen has most of his fighting as Beaucaire, a rake soon gets into trouble with Lady Mary away at Winterset. After several attempts to have Beaucaire removed from action for Lady Mary's hand, he hires six swordsmen to do the work. Valentino's scrap with these six men is a classic.

The action on the terrace near Bath. Icott had the Paramount's entire floor space on being taken up by the house, graveled paths, and shrubbery.

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Featured in this picture marks his first two years, as Wilson, Doris Sherman. Quomit. The supporting cast includes some really big names.

Applause at the conclusion of the scene in a motion picture unheard of thing. Twenty-four members of the New Art Theater, visited the Long Island studio and the building shook with the end of a scene, which was directing for "Monette," Rudolph Valentino picture, which opens at the . . . Theatre

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"In the cinema studio," said Constantine Stanislavsky, the director of the Moscow players, "You achieve, as we do in the Russian theater, almost military discipline, without really realizing that you have it. The difference the players and workers have for the director is marvelous and I believe it is the reason that motion pictures have been so successful in America. To that discipline we owe our success in Russia and you have the same thing; in a little different way, perhaps, but you have it.

"Mr. Olcott is a marvelous director. His precision and deftness are a joy to watch. I know of nothing that has thrilled me more than watching him make a scene for 'Monsieur Beaucaire.' It should be a great picture when it is finished."

And it is!  
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Briefly told, the story revolves around the attractive Duke de Charles, who refuses to marry the charming Princess de Bourbon-Conti at the royal command. To escape the wrath of the King of France, the notorious Louis XV, he flees to England. There, masquerading as a barber, he meets and captivates the beautiful Lady Mary, only to have her turn against him, when she finds he is an impostor. Forgiven by the King, he returns to France and the Princess whom he realizes he really loves.

episode showing the supper table of King Louis XV. It is here the action takes place that ends up with the Duke de Chartres, played by Valentino, defying the King who has ordered the Duke to marry the Princess Bourbon-Conti. The scenes showing Rudy resisting the efforts of the King's guards to arrest him are as thrilling as any yet put upon the screen.

But it is the English episode that Valentino has most of his fighting to do. As Beaucaire, a barber, the scene soon gets into trouble by trying to win Lady Mary away from Lord Winterset. After several unsuccessful attempts to have Beaucaire permanently removed from active competition for Lady Mary's hand, Winterset finally hires six swordsmen to do the work. Valentino's scrap with these shamen is a classic.

The action in this scene takes place on the terrace of a nobleman's home near Bath. Incidentally, Director Olcott had the biggest set ever built at Paramount's Long Island studio for this scene, the entire floor space on the main stage being taken up by the exterior of the house, graveled paths, trees, grass and shrubbery.

Rudolph Valentino is busily courting Lady Mary, when he is rudely interrupted by the henchmen of Winterset. Quickly removing his coat Rudy gets into the fight and succeeds in picking the men off by one. As he is finishing the last man, who has stayed out of the fight for a particular purpose, steps into the fray and the tired Beaucaire is being badly beaten, when the fight is stopped by some friends of Beaucaire, who arrive in the nick of time.

Featured in support of Valentino in this picture which, by the way, marks his first screen appearance in two years, are Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman. Quite a line-up, you'll admit. The supporting cast includes some really big names.

**Nothing but Praise for "Monsieur Beaucaire"**

Applause at the conclusion of the making of a scene in a motion picture studio is an unheard of thing, but when thirty-four members of the famous Moscow Art Theater, visited the Paramount Long Island studio the rafters of the building shook with applause at the end of a scene, which Sidney Olcott was directing for "Monsieur Beaucaire," Rudolph Valentino's new Paramount picture, which opens at the Theatre next.

The Russian players were so thrilled by the scene in the Queen's boudoir in the Palace of Versailles, where Lois Wilson as the Queen and Bebe Daniels in the role of Princess de Bourbon-Conti, received Mr. Valentino, the Duke of Orleans and King Louis XV, played by Lowell Sherman, that they just naturally burst into applause.

"I have seen nothing in the American theater coming to this picture," said Constantine Stanislavsky, the director of the Moscow players. "You achieve, as we do in the Russian theater, almost a military discipline, without really realizing that you have it. The deference the players and workers have for the director is marvelous and I believe it is the reason that motion pictures have been so successful in America. To our success in the same thing, in a little different way, perhaps, but you have it."

"Mr. Olcott is a marvelous director. His precision and deftness are a joy to watch. I know of nothing that has thrilled me more than watching him make a scene for 'Monsieur Beaucaire' picture when it is finished."

And it is! If you don't believe us why not take it in. The picture remains at the Theatre until . . . . .

Briefly told, the story revolves around the attractive Duke de Chartres, who refuses to marry the charming Princess de Bourbon-Conti at the royal command of the King of France, the notorious Louis XV, he flees to England. There, masquerading as a barber, he meets and captivates the beautiful Lady Mary, only to have her turn against him, when she finds he is an impostor by the King, he returns to France and the Princess whom he really loves.

the fact that even the most rabidly puritanical cannot censure.

In this Booth Tarkington story, from which Forrest Halsey made the adaptation, Valentino is cast as the gallant Duke de Chartres, who refuses to marry the charming Princess de Bourbon-Conti at the King's command, and as a result is compelled to flee the country. Under the assumed name of Beaucaire, masquerading as the barber to the French ambassador, he goes to England and manages to gain access to the English court without revealing his true identity. There he captivates the beautiful lady Mary, and incidentally incurs the deadly hatred of Lord Winterset, who finally exposes him as a common barber. A pardon from the French king recalls him to France, where he wins the love of the Princess.

In his love scenes Valentino reaches heights he has never yet attained. The duelling episodes, especially the one in which Beaucaire fights off six adversaries, are the most exciting ever witnessed on the silver sheet. The supporting cast is thoroughly up to the fine work of the star. Bebe Daniels is the Princess; Lois Wilson gives a faithful portrayal of the poor, neglected queen; Lowell Sherman plays the King. All are featured with Doris Kenyon.

(Review No. 2)

Every once in a while a screen star whose work has reached a definite standard of artistry, is presented in a feature, in which he outdoes all his former efforts. That is precisely what Rudolph Valentino does in "Monsieur Beaucaire," the photoplay which brings him back to the silver sheet after more than a two years absence. Time has but added to his irresistible fascination so that if the feminine hearts fluttered more violently last night at the Theatre, where the picture was shown for the first time, there was a mighty good reason for it.

The role of the Duke de Chartres, champion duellist and lover extraordinary, is a particularly congenial one to the handsome Valentino and the part affords an even wider dramatic scope than he has previously played including, "The Sheik" and "Blood and Sand."

The production has a thousand points of interest. It is one of the most extravagantly mounted historical romances, yet preserves its distinction by satisfying the eye in the matter of lavish settings and marvelous costumes without permitting them to overshadow the dramatic value of the story.

As notable a cast as was ever assembled is seen in support of the star. Bebe Daniels, Lois Wilson, Lowell Sherman, Doris Kenyon, all featured, and others too numerous to mention appear in the all-star cast.

The story by Booth Tarkington is too well known to need retelling. It is enough to say that Forrest Halsey, who adapted it to the screen, has preserved its essential appeal and flavor. Sidney Olcott, who produced the picture version, has reason to feel proud of his efforts. "Monsieur Beaucaire" is the biggest feather in his cap, which already is adorned with "Little Old New York" and "The Humming Bird."

(Review No. 3)

The only reason we did not arise last night at the Theatre, where "Monsieur Beaucaire," starring Rudolph Valentino, was having its initial showing, and sing "Hail the Conquering Hero Comes," was because from the very first fade-in we were held spellbound by the sheer grandeur of the production. Costumes, settings and locations are the acme of lavishness. It is undoubtedly one of the costliest pictures ever made—and well worth it!

Given an opportunity to display his real dramatic ability, Valentino presents a most vivid and impressive performance. His magnetic personality, his fire and energy in his love scenes place him conspicuously in a rank by himself. The story by Booth Tarkington, from which Forrest Halsey made the screen adaptation, is known to most people but it has never been so well told or so grippingly portrayed as in this picture.

An admirably selected supporting cast interprets the various roles with amazing success. Featured are Bebe Daniels, Lois Wilson, Doris Kenyon, and Lowell Sherman.

the fact that it was not a Valentino picture they were about to make, but "Monsieur Beaucaire" and that everyone in the cast was just as important as he.

On the following day, the official opening of the picture, forty newspaper men and magazine writers were guests at a luncheon at the studio, given as a welcome to the star. In spite of all visitors Director Olcott succeeded in working every day and scene after scene were completed in rapid succession until now the picture, the greatest thing Valentino has ever attempted, is ready for the picture public and opens a . . . . . days' run next. . . . . at the Theatre.

The story is an adaptation of Booth Tarkington's novel of the same name and was adapted to the screen by Forrest Halsey. Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman are featured in the principal roles in support of the star. There's a great cast, too, including such names as Florence O'Denishawn, the popular dancer; Paulette Duval, Flora Finch, Ian MacLaren and others.

"Beaucaire" is in every sense of the word an ideal vehicle for Valentino's return to the screen.

**Girls, Here's Something to be Very Thankful for**

Women of today who complain of the high prices of the cloth and trimming needed in the making of their own clothes should be thankful they did not live in the days of Louis XV, of France. Where the modern girl uses about five yards of cloth and two or three yards of trimming to make a dress, the lady of fashion of Louis' time had to purchase no less than fifteen yards of cloth and twelve yards of trimming. The average working girl of today could scarcely afford very many changes if the old-time styles still prevailed.

These and other interesting comparative figures came to light, when the Costume Department at Paramount's Long Island studio was given the order to have 300 costumes made for the members of the cast of the Sidney Olcott production for Paramount starring Rudolph Valentino, "Monsieur Beaucaire."

When the designers sat down to estimate the amount of cloth and trimming needed to make the costumes they were shocked to learn that approximately 7000 yards were necessary. These figures were reached by averaging 9 yards of cloth and 10 yards of trimming to each of the 100 costumes for the men, and almost 15 yards of cloth and 10 yards of trimming for the women's dresses. And, as the dopesters have it all figured out, if all the cloth and trimming used in making the costumes for "Monsieur Beaucaire" were made in one long piece it would stretch over a distance of four miles.

"Monsieur Beaucaire," which will feature next . . . . . at the Theatre, features Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman in support of the star.

Forrest Halsey adapted the story to the screen from Booth Tarkington's novel of the same name.

**Bow-legged Actors Banned From "Monsieur Beaucaire"**

There are more bow-legged actors on Broadway than any other place in the world, casting director at the Famous Players Long Island studio, discovered while casting men to appear as lackeys, servants, guards, soldiers and courtiers in "Monsieur Beaucaire," the Paramount picture of Booth Tarkington's story, in which Rudolph Valentino has the title role. All the men in the picture wear knee-length silk breeches, for the story is laid in Louis XV's time, and bow-legs just do not look good in silk breeches.

Scores of applicants were looked over in an effort to find straight limbed men. All those with a slight crook at the knee were rejected. After much careful picking fifty men were found with legs suitable for the costumes.

"Monsieur Beaucaire," Valentino's first screen appearance since 1922, comes to the Theatre for a run of . . . . . days next. . . . . Featured in the strong supporting cast are Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman.

he really loves the Princess, played by Miss Daniels. Miss Wilson has the role of the neglected Queen Marie.

**Three Big Love Scenes for Valentino in New Picture**

Rudolph Valentino has three big love scenes in the motion picture version of Booth Tarkington's story, "Monsieur Beaucaire," coming to the Theatre next . . . . .

Two of them are with Bebe Daniels and one is with Doris Kenyon. All three are what studio officials term "high-powered."

Valentino proves, in his three love scenes, that he has not lost any of the ability to make love, which has made him one of the most fascinating and compelling screen stars of today. His first scene with the Princess (Bebe Daniels) ends unsuccessfully and sends him off to Bath, England. There he meets the lovely Lady Mary (Doris Kenyon) and the heart of this young Frenchman flutters momentarily. But his flight of fancy for the English lady also ends disastrously and back to France he goes to find that the love which he once held for the Princess still burns in his breast. The final love scene between the Duke and the Princess is said to be one of the most tender and most picturesque ever photographed for a motion picture. While the two lovers, in the Gardens of Versailles, are locked in each others arms, King Louis XV and his court parade down the famous steps in the gardens, while sparkling water plunges down the cascades. It is a scene of great beauty.

Forrest Halsey, who adapted "The Humming Bird" to the screen, prepared the scenario for "Monsieur Beaucaire." The screen version of the popular story is said to be just as Tarkington wrote it originally. Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman are featured in support of Valentino.

**French Dancer Makes Screen Debut in Valentino Picture**

Paulette Duval, famous Parisian danseuse, makes her debut in motion pictures in America in "Monsieur Beaucaire," the Paramount production of Booth Tarkington's story with Rudolph Valentino in the title role. Miss Duval, who is known in Paris as "La Belle Duval" because of her beauty, has been in this country but five months. She came to dance in the Ziegfeld Follies and was seen at the New Amsterdam theater for three months.

Miss Duval was born in Boan-Suale, Republic of Argentine, South America. At an early age she went to Paris and later found her place on the Parisian stage as a dancer. She has been featured in revues at the Casino de Paris, the Ambassador and Alhambra theaters.

Her work in "Monsieur Beaucaire," which comes to the Theatre next . . . . . while the first picture work she has done in the United States, is not her premiere before the camera. She appeared in an American made picture "Nero," which was made in Italy. She had the role of the Empress of Poppee.

Miss Duval does not speak English and it was necessary for Director Sidney Olcott to have an interpreter at his side, while filming scenes for the picture in which she appears.

**Final Showings Today**

The final showings of the Sidney Olcott Paramount production, "Monsieur Beaucaire," starring Rudolph Valentino, which opened at the Theatre last . . . . ., will take place there this afternoon and evening. It's a picturization of the novel by Booth Tarkington and features Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman in support of the star.

"Monsieur Beaucaire" is Valentino's first picture in two years and the greatest picture in ten years! Better see it!

episode showing the supper table of King Louis XV. It is here the action takes place that ends up with the Duke de Chartres, played by Valentino, defying the King who has ordered the Duke to marry the Princess Bourbon-Conti. The scenes showing Rudy resisting the efforts of the King's guards to arrest him are as thrilling as any yet put upon the screen.

But it is the English episode that Valentino has most of his fighting to do. As Beaucaire, a barber, the scene soon gets into trouble by trying to win Lady Mary away from Lord Winterset. After several unsuccessful attempts to have Beaucaire permanently removed from active competition for Lady Mary's hand, Winterset finally hires six swordsmen to do the work. Valentino's scrap with these shamen is a classic.

The action in this scene takes place on the terrace of a nobleman's home near Bath. Incidentally, Director Olcott had the biggest set ever built at Paramount's Long Island studio for this scene, the entire floor space on the main stage being taken up by the exterior of the house, graveled paths, trees, grass and shrubbery.

Rudolph Valentino is busily courting Lady Mary, when he is rudely interrupted by the henchmen of Winterset. Quickly removing his coat Rudy gets into the fight and succeeds in picking the men off by one. As he is finishing the last man, who has stayed out of the fight for a particular purpose, steps into the fray and the tired Beaucaire is being badly beaten, when the fight is stopped by some friends of Beaucaire, who arrive in the nick of time.

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Applause at the conclusion of the making of a scene in a motion picture studio is an unheard of thing, but when thirty-four members of the famous Moscow Art Theater, visited the Paramount Long Island studio the rafters of the building shook with applause at the end of a scene, which Sidney Olcott was directing for "Monsieur Beaucaire," Rudolph Valentino's new Paramount picture, which opens at the Theatre next.

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**Nothing but Praise for "Monsieur Beaucaire"**

Applause at the conclusion of the making of a scene in a motion picture studio is an unheard of thing, but when thirty-four members of the famous Moscow Art Theater, visited the Paramount Long Island studio the rafters of the building shook with applause at the end of a scene, which Sidney Olcott was directing for "Monsieur Beaucaire," Rudolph Valentino's new Paramount picture, which opens at the Theatre next.

The Russian players were so thrilled by the scene in the Queen's boudoir in the Palace of Versailles, where Lois Wilson as the Queen and Bebe Daniels in the role of Princess de Bourbon-Conti, received Mr. Valentino, the Duke O'Orleans and King Louis XV, played by Lowell Sherman, that they just naturally burst into applause.

"I have seen nothing in the American theater coming to this picture," said Constantine Stanislavsky, the director of the Moscow players.

"You achieve, as we do in the Russian theater, almost a military discipline, without really realizing that you have it. The deference the players and workers have for the director is marvelous and I believe it is the reason that motion pictures have been so successful in America. To that discipline we owe our success in the same thing, way, perhaps, but you have it."

"Mr. Olcott is a marvelous director. His precision and deftness are a joy to watch. I know of nothing that has thrilled me more than watching him make a scene for 'Monsieur Beaucaire' picture when it is finished."

And it is! If you don't believe us why not take it in. The picture remains at the Theatre until . . . . .

Briefly told, the story revolves around the attitude of the Duke de Chartres, who refuses to marry the charming Princess de Bourbon-Conti at the royal command of the King of France, the notorious Louis XV, he is masquerading as a barber, he meets and captivates the beautiful Lady Mary, only to have her turn against him, when she finds he is an impostor. Forgiven by the King, he returns to France and the Princess whom he really loves.

the fact that it was not a Valentino picture they were about to make, but "Monsieur Beaucaire" and that everyone in the cast was just as important as he.

On the following day, the official opening of the picture, forty newspaper men and magazine writers were guests at a luncheon at the studio, given as a welcome to the star. In spite of all visitors Director Olcott succeeded in working every day and scene after scene were completed in rapid succession until now the picture, the greatest thing Valentino has ever attempted, is ready for the picture public and opens at the Theatre next.

The story is an adaptation of Booth Tarkington's novel of the same name and was adapted to the screen by Forrest Halsey. Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman are featured in the principal roles in support of the star. There's a great cast, too, including such names as Florence O'Denishawn, the popular dancer; Paulette Duval, Flora Finch, Ian MacLaren and others.

"Beaucaire" is in every sense of the word an ideal vehicle for Valentino's return to the screen.

**Girls, Here's Something to be Very Thankful for**

Women of today who complain of the high prices of the cloth and trimming needed in the making of their own clothes should be thankful they did not live in the days of Louis XV, of France. Where the modern girl uses about five yards of cloth and two or three yards of trimming to make a dress, the lady of fashion of Louis' time had to purchase no less than fifteen yards of cloth and twelve yards of trimming. The average working girl of today could scarcely afford very many changes if the old-time styles still prevailed.

These and other interesting comparative figures came to light, when the Costume Department at Paramount's Long Island studio was given the order to have 300 costumes made for the members of the cast of the Sidney Olcott production for Paramount starring Rudolph Valentino, "Monsieur Beaucaire."

When the designers sat down to estimate the amount of cloth and trimming needed to make the costumes they were shocked to learn that approximately 7000 yards were necessary. These figures were reached by averaging 9 yards of cloth and 10 yards of trimming to each of the 100 costumes for the men, and almost 15 yards of cloth and 10 yards of trimming for the women's dresses. And, as the dopesters have it all figured out, if all the cloth and trimming used in making the costumes for "Monsieur Beaucaire" were made in one long piece it would stretch over a distance of four miles.

"Monsieur Beaucaire," which will feature next at the Theatre, features Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman in support of the star.

Forrest Halsey adapted the story to the screen from Booth Tarkington's novel of the same name.

**Bow-legged Actors Banned From "Monsieur Beaucaire"**

There are more bow-legged actors on Broadway than any other place in the world, casting director at the Famous Players Long Island studio, discovered while casting men to appear as lackeys, servants, guards, soldiers and courtiers in "Monsieur Beaucaire," the Paramount picture of Booth Tarkington's story, in which Rudolph Valentino has the title role. All the men in the picture wear knee-length silk breeches, for the story is laid in Louis XV's time, and bow-legs just do not look good in silk breeches.

Scores of applicants were looked over in an effort to find straight limbed men. All those with a slight crook at the knee were rejected. After much careful picking fifty men were found with legs suitable for the costumes.

"Monsieur Beaucaire," Valentino's first screen appearance since 1922, comes to the Theatre for a run of . . . . . days next. . . . . Featured in the strong supporting cast are Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman.

he really loves the Princess, played by Miss Daniels. Miss Wilson has the role of the neglected Queen Marie.

**Three Big Love Scenes for Valentino in New Picture**

Rudolph Valentino has three big love scenes in the motion picture version of Booth Tarkington's story, "Monsieur Beaucaire," coming to the Theatre next . . . . .

Two of them are with Bebe Daniels and one is with Doris Kenyon. All three are what studio officials term "high-powered."

Valentino proves, in his three love scenes, that he has not lost any of the ability to make love, which has made him one of the most fascinating and compelling screen stars of today. His first scene with the Princess (Bebe Daniels) ends unsuccessfully and sends him off to Bath, England. There he meets the lovely Lady Mary (Doris Kenyon) and the heart of this young Frenchman flutters momentarily. But his flight of fancy for the English lady also ends disastrously and back to France he goes to find that the love which he once held for the Princess still burns in his breast. The final love scene between the Duke and the Princess is said to be one of the most tender and most picturesque ever photographed for a motion picture. While the two lovers, in the Gardens of Versailles, are locked in each others arms, King Louis XV and his court parade down the famous steps in the gardens, while sparkling water plunges down the cascades. It is a scene of great beauty.

Forrest Halsey, who adapted "The Humming Bird" to the screen, prepared the scenario for "Monsieur Beaucaire." The screen version of the popular story is said to be just as Tarkington wrote it originally. Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman are featured in support of Valentino.

**French Dancer Makes Screen Debut in Valentino Picture**

Paulette Duval, famous Parisian danseuse, makes her debut in motion pictures in America in "Monsieur Beaucaire," the Paramount production of Booth Tarkington's story with Rudolph Valentino in the title role. Miss Duval, who is known in Paris as "La Belle Duval" because of her beauty, has been in this country but five months. She came to dance in the Ziegfeld Follies and was seen at the New Amsterdam theater for three months.

Miss Duval was born in Roan-Sualle, Republic of Argentina, South America. At an early age she went to Paris and later found her place on the Parisian stage as a dancer. She has been featured in revues at the Casino de Paris, the Ambassador and Alhambra theaters.

Her work in "Monsieur Beaucaire," which comes to the Theatre next . . . . ., while the first picture work she has done in the United States, is not her premiere before the camera. She appeared in an American made picture "Nero," which was made in Italy. She had the role of the Empress of Poppee.

Miss Duval does not speak English and it was necessary for Director Sidney Olcott to have an interpreter at his side, while filming scenes for the picture in which she appears.

**Final Showings Today**

The final showings of the Sidney Olcott Paramount production, "Monsieur Beaucaire," starring Rudolph Valentino, which opened at the Theatre last . . . . ., will take place there this afternoon and evening. It's a picturization of the novel by Booth Tarkington and features Bebe Daniels, Lois Wilson, Doris Kenyon and Lowell Sherman in support of the star.

"Monsieur Beaucaire" is Valentino's first picture in two years and the greatest picture in ten years! Better see it!

**(Review No. 2)**

Every once in a while a screen star whose work has reached a definite standard of artistry, is presented in a feature, in which he outdoes all his former efforts. That is precisely what Rudolph Valentino does in "Monsieur Beaucaire," the photoplay which brings him back to the silver sheet after more than a two years absence. Time has but added to his irresistible fascination so that if the feminine hearts fluttered more violently last night at the Theatre, where the picture was shown for the first time, there was a mighty good reason for it.

The role of the Duke de Chartres, champion duellist and lover extraordinary, is a particularly congenial one to the handsome Valentino and the part affords an even wider dramatic scope than he has previously played including, "The Sheik" and "Blood and Sand."

The production has a thousand points of interest. It is one of the most extravagantly mounted historical romances, yet preserves its distinction by satisfying the eye in the matter of lavish settings and marvelous costumes without permitting them to overshadow the dramatic value of the story.

As notable a cast as was ever assembled is seen in support of the star. Bebe Daniels, Lois Wilson, Lowell Sherman, Doris Kenyon, all featured, and others too numerous to mention appear in the all-star cast.

The story by Booth Tarkington is too well known to need retelling. It is enough to say that Forrest Halsey, who adapted it to the screen, has preserved its essential appeal and flavor.

The picture version, has reason to feel proud of his efforts. "Monsieur Beaucaire" is the biggest feather in his cap, which already is adorned with "Little Old New York" and "The Humming Bird."

**(Review No. 3)**

The only reason we did not arise last night at the Theatre, where "Monsieur Beaucaire," starring Rudolph Valentino, was having its initial showing, and sing "Hail the Conquering Hero Comes," was because from the very first fade-in we were held spellbound by the sheer grandeur of the production. Costumes, settings and locations are the acme of lavishness. It is undoubtedly one of the costliest pictures ever made—and well worth it!

Given an opportunity to display his real dramatic ability, Valentino presents a most vivid and impressive performance. His magnetic personality, his fire and energy in his love scenes place him conspicuously in a rank by himself. The story by Booth Tarkington, from which Forrest Halsey made the screen adaptation, is known to most people but it has never been so well told or so grippingly portrayed as in this picture.

An admirably selected supporting cast interprets the various roles with amazing success. Featured are Bebe Daniels, Lois Wilson, Doris Kenyon, and Lowell Sherman.

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SET OF EIGHT COLORED 11" x 14" LOBBY CARDS

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All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

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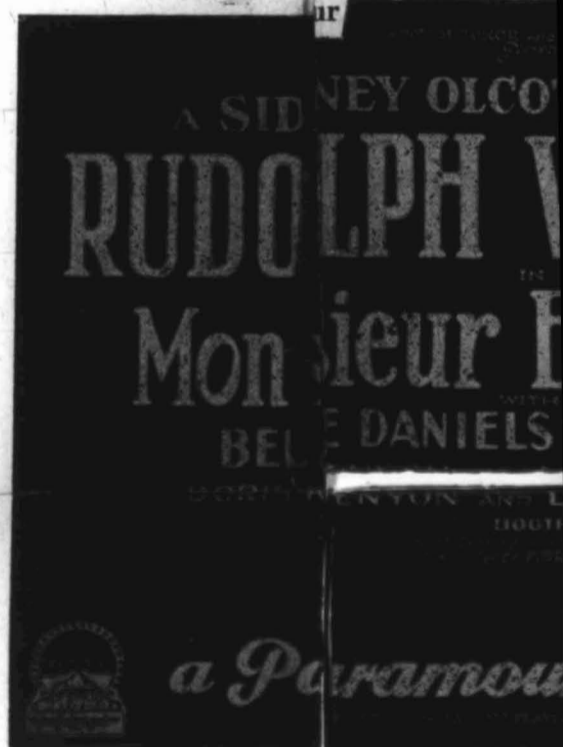
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Twenty-four Sheet (24A, 24B and 24C)	2.40	Seven Column (Adv. Only)	.50
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22 x 28 (2 Styles) Colored	.40	Four Color Herald, per thousand	3.00
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Two Column	.40	Window Card	.07
Three Column	.50	Announcement Slide	.15
Circle Thumbnail (Coarse or Fine)	.15	Publicity Photos	.10
FOR NEWSPAPER ADS		Rotogravure Magazine, per thousand	7.50
Advertising Cuts		Trailers—National Screen Service,	
One Column	.35	126 W. 46th St., New York	
Two Column	.65	845 So. Wabash Ave., Chicago	
Supplementary (Two Columns) (Two Styles)	.25	917 So. Olive St., Los Angeles, Cal.	
Midget Cuts (each)	.15	284 Turk St., San Francisco.	

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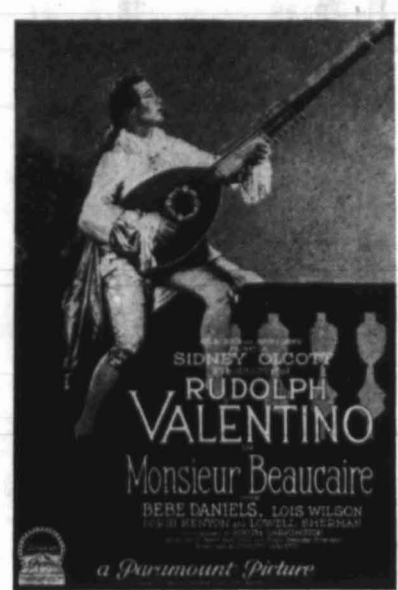




Colored Insert  
by  
ur



Six-Sheet Poster 6A



One-Sheet Poster 1A



Six-Sheet Poster 6B



One-Sheet Poster 1B



Twenty-four Sheet Poster 24A





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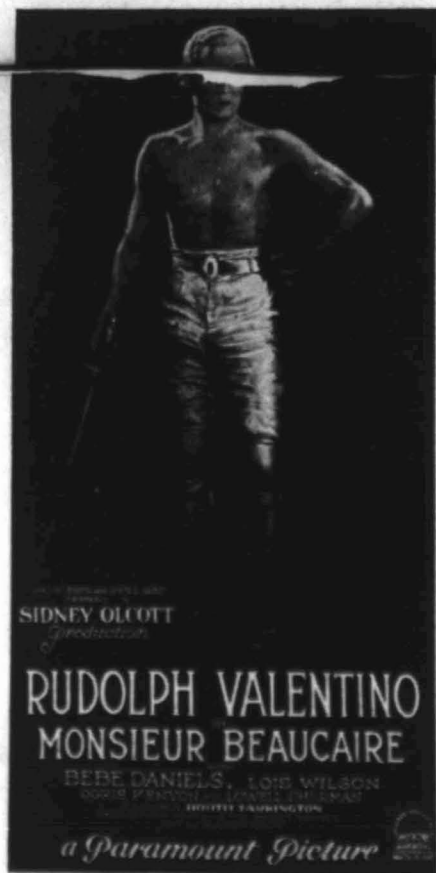
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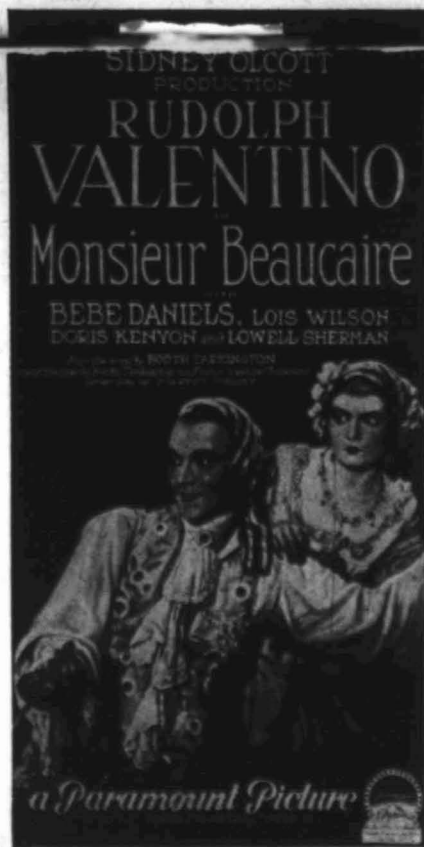
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284 Turk St., San Francisco.

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Three-Sheet Poster 3A



Three-Sheet Poster 3B





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Six-Sheet Poster 6B



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Twenty-four Sheet Poster 24A



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Twenty-four Sheet Poster 24C

JUL 30 1924

Washington, D. C.

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Washington, D. C.

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Monsieur Beaucaire - 10 reels

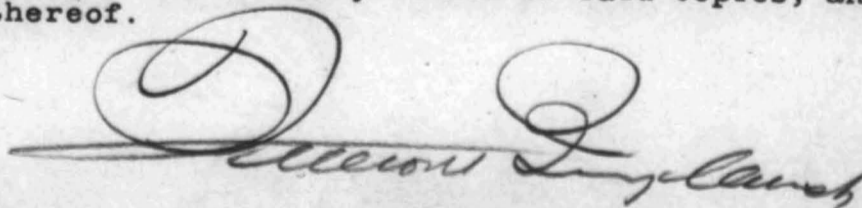
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FULTON BRYLAWSKI

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<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Monsieur Beaucaire	7-30-24	©CIL 20433

The return of the above copies was requested by the said  
Company, by its agent and attorney on the 30th day of  
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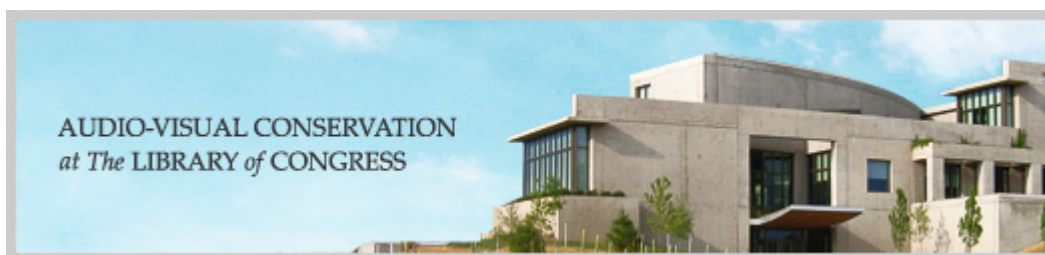
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